

Westwood Business Improvement District Engineer's Report

**Los Angeles, California
May2013**

***Prepared by:*
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*Prepared pursuant to the State of California
Property and Business Improvement District Law of 1994
and Article XIID of the California Constitution
to renew and expand a property-based business improvement district*

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Attachments

A: Farrand Research Intercept Survey

B: Assessment Roll, a separate document

ENGINEER'S STATEMENT

This Report is prepared pursuant to Section 36600 et seq. of the California Streets and Highways Code (the "Property and Business Improvement District Law of 1994" as amended) (herein after "State Law") and pursuant to the provisions of Article XIIID of the California Constitution (Proposition 218).

The Westwood Property-Based Business Improvement District ("PBID") will provide activities either currently not provided or are above and beyond what the City of Los Angeles provides. These activities will specially benefit each individual assessable parcel in the PBID. Every individual assessed parcel within the PBID receives special benefit from the activities identified under Section B of this Report. Only those individual assessed parcels within the PBID receive the special benefit of these proposed activities; parcels contiguous to and outside the PBID and the public at large may receive a general benefit, as outlined in Section E. The cost to provide general benefits, if any, will be funded from sources other than special assessments.

The duration of the proposed PBID is three (3) years, commencing January 1, 2014. An estimated budget for the PBID improvements and activities is set forth in Section D. Assessments will be subject to an annual increase of up to 5% per year as determined by the Owners' Association, but must stay between 0 and 5% in any given year. Funding for the PBID improvements and activities shall be derived from a property-based assessment of each specially benefitted parcel in the PBID. A detailed description of the methodology for determining the proportional special benefit each individual assessable parcel receives from the service and the assessment for each parcel is set forth in Section F.

I hereby certify to the best of my professional knowledge that each of the identified assessable parcels located within the PBID will receive a special benefit over and above the benefits conferred to those parcels outside of the PBID boundary and to the public at large and that the amount of the proposed special assessment is proportional to, and no greater than the special benefits received.

Respectfully submitted,

Terrance E. Lowell, P.E.



SECTION A: LEGISLATIVE AND JUDICIAL REVIEW

Property and Business Improvement District Law of 1994

The State Law is the legislation that authorizes the City to levy assessments upon the real property for the purposes of providing improvements and activities that specially benefit each individual assessed parcel in the PBID. The purpose of the PBID is to encourage commerce, investment, business activities and improve residential serving uses, such as markets, dry cleaners, and pharmacies. In order to meet these goals, PBIDs typically fund activities and improvements, such as, enhanced safety and cleaning, marketing and economic development. Unlike other assessment districts which fund the construction of public capital improvements or maintenance thereof, PBIDs provide activities and improvements "to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts." (Streets and Highways Code Section 36601(b)). The improvements and activities funded through the PBID are over and above those already provided by the City within the PBID's boundaries. Each of the PBID activities or improvements is intended to increase building occupancy and lease rates, to encourage new business development, attract residential serving businesses and services..

Specifically, the State Law defines "Improvements" and "Activities" as follows:

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years..."¹

"Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.*
- (b) Furnishing of music in any public place within the district.*
- (c) Promotion of tourism within the district.*
- (d) Marketing and economic development, including retail retention and recruitment.*
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.*
- (f) Activities which benefit businesses and real property located in the district."²*

Under State Law, parcels that are zoned solely residential or agricultural are presumed to receive no benefit from a PBID. The District contains no parcels zone solely residential or agricultural.

Article XIID of the State Constitution

In 1996, California voters approved Proposition 218, codified in part as Article XIID of the State Constitution. Among other requirements, Article XIID changes the way local agencies enact local taxes and levy assessments on real property. It states, in relevant part, that:

(a) An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed. The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided. No assessment shall be imposed on any parcel

¹ California Streets and Highways Code, Section 36610.

² California Streets and Highways Code, Section 36613.

which exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and an agency shall separate the general benefits from the special benefits conferred on a parcel. Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.

(b) All assessments shall be supported by a detailed engineer's report prepared by a registered professional engineer certified by the State of California³.

"Special benefit" means a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute "special benefit."⁴

Judicial Guidance

Since the enactment of Article XIID, the courts have rendered opinions regarding various aspects of Article XIID. The notable portions of cases that apply to assessment districts in general and this PBID in particular are noted below.

"The engineer's report describes the services to be provided by the PBID; (1) security, (2) streetscape maintenance (e.g., street sweeping, gutter cleaning, graffiti removal), and (3) marketing, promotion, and special events. They are all services over and above those already provided by the City within the boundaries of the PBID. And they are particular and distinct benefits to be provided only to the properties with the PBID, not to the public at large—they "affect the assessed property in a way that is particular and distinct from {their} effect on other parcels and that real property in general and the public at large do not share."⁵

"...separating the general from the special benefits of a public improvement project and estimating the quantity of each in relation to the other is essential if an assessment is to be limited to the special benefits."⁶

"...the agency must determine or approximate the percentage of the total benefit conferred by the service or improvement that will be enjoyed by the general public and deduct that percentage of the total cost of the service or improvement from the special assessment levied against the specially benefitted property owners."⁷

"...even minimal general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties."⁸

The contents of this Engineer's Report are prepared in compliance with the above noted authorizing legislation, the State Constitution and the judicial opinions.

³ Section 4, Article XIID of the State Constitution.

⁴ Section 2 (i), Article XIID of the State Constitution.

⁵ *Dahms v. Downtown Pomona Property and Business Improvement District*, (2009) 174 Cal. App. 4th 708.

⁶ *Beutz v. County of Riverside*, (2010) 184 Cal. App. 4th 1532.

⁷ *Golden Hill Neighborhood Association, Inc. v. City of San Diego*, (2011) 199 Cal. App. 4th 416.

⁸ *Golden Hill Neighborhood Association, Inc. v. City of San Diego*, (2011) 199 Cal. App. 4th 416.

SECTION B: IMPROVEMENTS AND ACTIVITIES

Through a series of property owner meetings the Westwood District Business Improvement District Steering Committee collectively determined the priority for improvements and activities to be delivered by the business improvement district. The primary needs as determined by the property owners are:

- ◆ Clean, Safe and Beautiful
- ◆ Parking and traffic management
- ◆ Communication

Based upon these findings, the following improvement and activity categories are recommended for the PBID. The following narrative provides recommendations for the PBID's first year of operation. Final programs and budgets will be subject to the review and approval of the PBID Owners' Association and City Council.

CLEAN, SAFE AND BEAUTIFUL

Safe Team Program

The Safety Program will provide security services for the individual assessed parcels located within the District in the form of patrolling bicycle personnel and walking patrols. The purpose of the Safe Team Program is to prevent, deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking lots and alleys. The presence of the Safe Team Program is intended to deter such illegal activities as public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping. The Program will supplement, not replace, other ongoing police, security and patrol efforts within the District. The Safe Team Program will maintain communication with the Los Angeles Police Department (LAPD) area patrols and with the University of California at Los Angeles Police Department patrols (UCLAPD) and intends to report illegal activities to the LAPD and UCLAPD. The Safe Team Program will only provide its services to assessed parcels within the District boundaries. The special benefit to assessed parcels from these services is an increased likelihood of improved lease rates and tenant occupancy because of an increase in commercial activity, an increase in customers and an increase in residential serving businesses.

Clean and Beautiful Program

In order to consistently deal with cleaning issues, a Clean and Beautiful Program is provided. A multi-dimensional approach has been developed consisting of the following elements. The clean team will only provide service to assessed properties within District boundaries. The special benefit to assessed parcels from these services is an increased likelihood of improved lease rates and tenant occupancy because of an increase in commercial activity, an increase in customers and an increase in residential serving businesses.

Sidewalk Cleaning: Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the District. District personnel will pressure wash the sidewalks. Clean sidewalks support an increase in commerce and provides a special benefit to each individually assessed parcel in the district.

Trash Collection: Collector truck personnel collect trash from sidewalk trash receptacles as needed. District trucks are often called to dispose of illegal food vendors' inventory. They are also dispatched to collect stolen shopping carts and large bulky

items illegally dumped in the District.

Graffiti Removal: District personnel remove graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. An effort is made to remove all tags within 24 hours on weekdays.

Landscape Maintenance/Tree Lighting: Landscape maintenance and street tree trimming are important programs that work to attract increased customers to the District. Landscape maintenance includes maintaining tree wells, weed abatement and median maintenance. A tree lighting program on existing street trees in the public right-of-way also increases the uniqueness of the District and increases the overall lighting within the District which works to attract more customers to the District. A well lit and well landscaped district supports an increase in commerce and provides a special benefit to each individually assessed parcel in the district.

COMMUNICATION & DEVELOPMENT

It is important to not only provide the services needed for individual assessed parcels in the District, but to communicate the improvement in the District. Development programs will address parking issues and business retention/recruitment issues. The special benefit to assessed parcels from these services is an increased likelihood of improved lease rates and tenant occupancy because of an increase in commercial activity, an increase in customers and an increase in residential serving businesses. Some of the communication & development programs being considered are:

- Quarterly Newsletter
- Westwood BID Web Site
- Social Media
- Business Retention
- Business Recruitment
- Broker Support and Outreach
- Customer Recruitment
- Parking Use Improvement
- Pedestrian Use Improvement

MANAGEMENT, CITY FEES AND SLOW PAY

The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. Management staff actively works on behalf of the District parcels to insure that City and County services and policies support the District. Reimbursement of costs provided by the private property owners to establish the district as well as future costs to renew the District, conduct a yearly financial review as well as City fees, uncollectible assessments and depreciation are included in this budget item. The special benefit to assessed parcels from these services is an increased likelihood of improved lease rates and tenant occupancy because of an increase in commercial activity, an increase in customers and an increase in residential serving businesses.

SECTION C: BENEFITTING PARCELS

PBID Boundary

Article XIID Section 4(a) of the State Constitution requires that the authorizing agency "Identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed".

Beginning at the intersection of Levering Avenue and Le Conte Avenue the northern boundary of the District follows the south side of Le Conte Avenue east to the intersection with the eastern parcel line of parcels facing on the east side of Hilgard Avenue. Turn south along the eastern parcel line of parcels facing on the east side of Hilgard Avenue until the intersection with Weyburn Avenue. Turn west along the north side of Weyburn Avenue to the intersection with Hilgard Avenue. At Hilgard Avenue turn south following the west side of Hilgard Avenue to the intersection with Lindbrook Drive. Turn south along the east parcel line of parcel number 4360-003-028 and 4360-003-029 to the intersection with Wilshire Boulevard. Cross Wilshire Boulevard and continue south along the east parcel line of parcel number 4325-005-019, then follow the south parcel line of parcel number 4325-005-019 to the eastern parcel line of parcel number 4325-005-074. Turn south along the eastern parcel line of parcel 4325-005-074 to the south parcel line of the same parcel. Turn west along the south parcel line of parcel 4325-005-074 to the intersection with Glendon Avenue. Cross Glendon Avenue continuing west along the south parcel line of parcel number 4325-005-083 to Westwood Boulevard. Cross Westwood Boulevard and continue west on the north side of Ashton Avenue to the intersection with the west parcel line of parcel number 4324-002-028. Turn north along the west parcel line of parcel number 4324-002-028 to the intersection with the south parcel line of parcel number 4324-002-027. Turn west along the south parcel line of parcel number 4324-002-027 to Veteran Avenue. Turn north on the east side of Veteran Avenue to the intersection with Wilshire Boulevard. Turn east on the south side of Wilshire Boulevard to the intersection with the west parcel line of parcel number 4363-023-001. Turn north along the west parcel line of parcel number 4363-023-001 and continue along the west parcel line of parcels facing on the west side of Gayley Avenue to the intersection with Weyburn Avenue. Turn east along the south side of Weyburn Avenue to the eastern side of Gayley Avenue. Turn north along the east side of Gayley Avenue to Levering Avenue. Continue north along the east side of Levering Avenue to the starting point at the intersection of Levering Avenue and Le Conte Avenue.

Zone One Boundary

Zone 1 contains the highest concentration of retail uses in the District, the highest pedestrian counts and the highest demand for clean and safe services. Beginning at the intersection of Levering Avenue and Le Conte Avenue the northern boundary of the District follows the south side of Le Conte Avenue east to the intersection with Tiverton Avenue. At Tiverton Avenue the boundary follows the west side of Tiverton Avenue to the north parcel line of parcel 4360-002-032. Turn east along the north parcel line of parcels 4360-002-032 and 4360-002-037, turn south along the east parcel line of parcel 4360-002-037, continue south across Lindbrook Drive following the east parcel line of parcels 4360-003-028 and 4360-003-029 to Wilshire Boulevard. Turn west along the north side of Wilshire Boulevard to Glendon Avenue, turn north along the east side of Glendon Avenue to Lindbrook Drive. At Lindbrook Drive turn west to Westwood Boulevard, at Westwood Boulevard turn south to Wilshire Boulevard, turn west along Wilshire Boulevard to Gayley Avenue, turn north along Gayley Avenue to the north parcel line of parcel

4363-023-001, turn west along the north parcel line of parcel 4363-023-001 to the west District boundary, follow the west District boundary to the beginning point at Levering Avenue and Le Conte Avenue.

Zone Two Boundary

Parcels within Zone 2 are on the periphery of the District and are made up primarily of high rise office buildings. Zone 2 has the lowest pedestrian traffic of the two zones and less need for cleaning and maintenance services. Zone Two parcels are all of the assessable parcels within the District Boundary that are not included in Zone 1. (See map for further identification of parcels)

District Boundary Rationale

The property uses within the general boundaries of the Westwood Business Improvement District are a mix of retail, theater, religious, parking, office, hotel and mixed-use residential. Services and improvements provided by the District are designed to provide special benefits to the retail, theater, religious, parking, office, hotel and residential parcels. All of the services provided such as the security work provided by the Safe Team and the maintenance work provided by the Clean Team are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District and because of the unique nature of these services focusing on the particular needs of each individually assessed property within the District provide particular and distinct benefits to each of the individually assessed parcels within the District.

In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded with the assessment, improvements and activities will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, maintenance / sanitation personnel, and similar service providers employed in connection with the District will only patrol and provide services to individually assessed parcels within the District, and will not provide services outside of District boundaries. Nor will District promotional efforts promote activities outside of District boundaries.

Northern Boundary: The northern boundary of the Westwood Business Improvement District is Le Conte Avenue. The University of California, Los Angeles campus is located on the north side of Le Conte Avenue. The campus is fully contained, provides its own services similar to those being provided by the District and is distinctly different in uses and character than the commercial properties on the south side of Le Conte Avenue and because of this difference will not benefit from the District programs that are designed to provide special benefits to retail, theater, religious, parking, hotel and office uses. In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District.

Eastern Boundary: The eastern boundary of the Westwood Business Improvement District was determined by the zoning of the parcels east of the District boundaries. The parcels east of the District boundaries are zoned residential and as per State of California Streets and Highways code section 36632.(c) *"are conclusively presumed not to benefit from the improvements and service funded through these assessments..."* In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to assessed parcels within the boundaries of the District. Specifically, security patrols, maintenance personnel, and similar

service providers employed in connection with the District will only patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Southern Boundary: The southern boundary of the Business Improvement District was determined by the zoning and use of the parcels south of the District boundaries. . The parcels south of the District boundaries are primarily a concentration of apartment buildings and condominiums lacking ground floor retail, as well as small commercial businesses along Westwood Boulevard. These uses are not consistent with other Zone 2 property (see district boundary rationale below, for Zone 2 description) and will not benefit from the District programs that are designed to provide special benefits to hotel, parking, and office uses. In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, maintenance personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Western Boundary: The western boundary of the Westwood Business Improvement District was determined by the zoning and use of the parcels west of the District boundaries. The parcels west of the District boundaries are zoned open space (cemetery land). The open spaced zoned parcels will not benefit from the District programs that are designed to provide special benefits to retail, theater, religious, parking, hotel and office uses. In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, maintenance personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Benefit Zone Rationale:

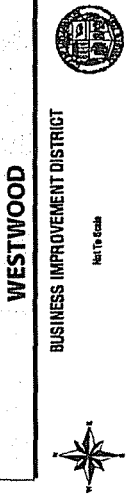
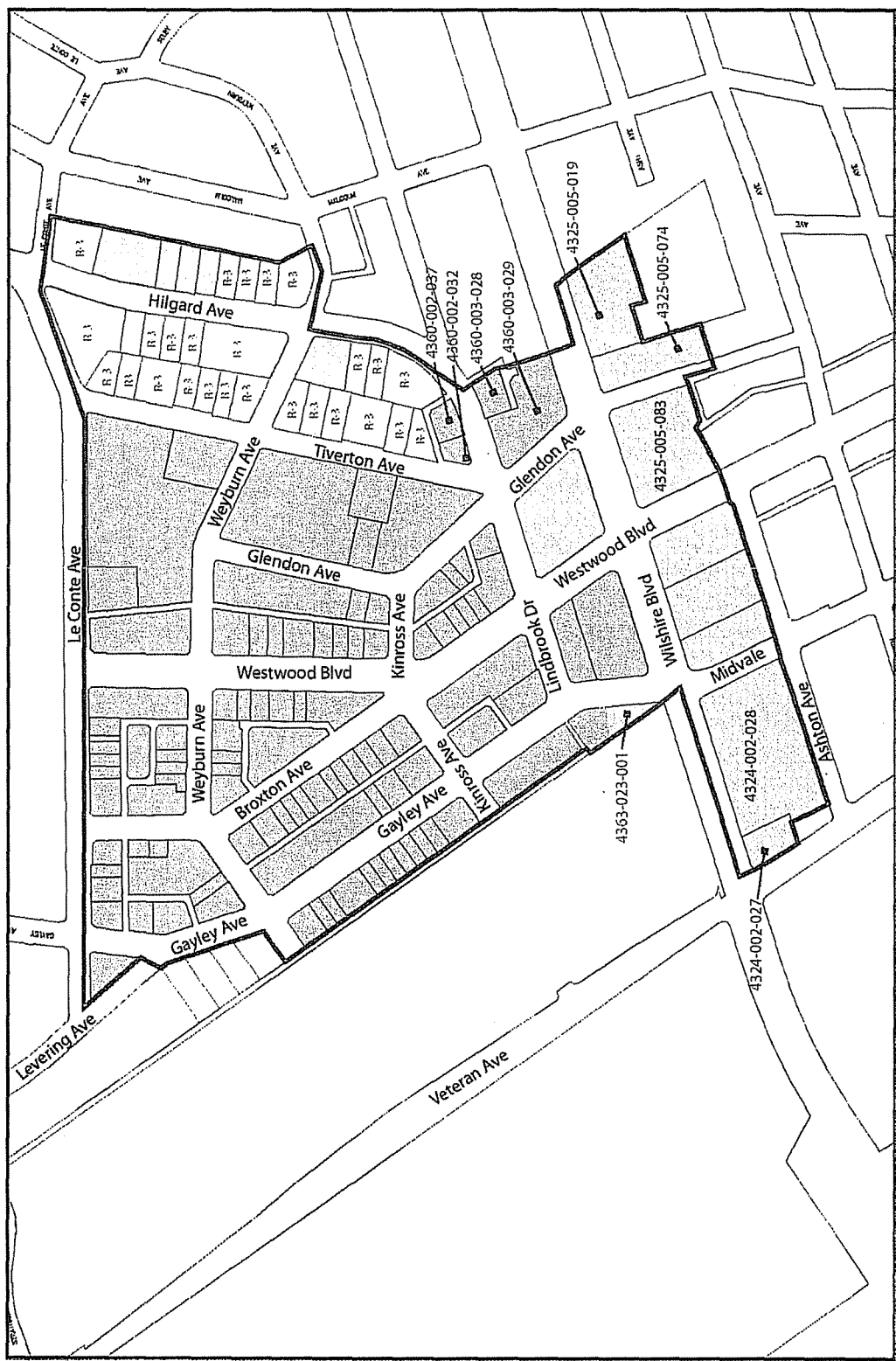
Zone 1:

Parcels within Zone 1 are in the core of the District and are made up primarily of low rise retail and office buildings. Zone 1 contains the highest concentration of retail uses in the District, the highest pedestrian traffic and the highest demand for clean and safe services.

Zone 2:

Parcels within Zone 2 are on the periphery of the District and are made up primarily of high rise office buildings, hotels and parking. Zone 2 has the lowest pedestrian traffic of the two zones and because of the high concentration of office buildings, hotels and parking uses has lower demand than Zone 1 for cleaning and safe services.

A map of the proposed district boundary is provided on the next page.



- Zone 1**
Zone 2
PROPOSED BID BOUNDARY
ZONE R-3 RESIDENTIAL NOT ASSESSED



SECTION D: PROPORTIONAL BENEFITS

Methodology

Article XIID Section 4(a) of the State Constitution requires "The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of the public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided".

Determining the proportionate special benefit among the parcels of real property within the proposed assessment district which benefit from the proposed Improvements is the result of a four-step process:

1. Defining the proposed activities,
2. Determining which parcels specially benefit from the proposed activities,
3. Determining the amount of special benefit each parcel receives,
4. Determining the proportional special benefit a parcel receives in relation to the amount of special benefit all other parcels in the District receive.

Each identified parcel within the District will be assessed based upon each parcel's unique characteristics in relationship to all other specially benefitted parcels' characteristics. Due to the proportionate special benefits received by each parcel from the District services, each parcel will be assessed a rate which is commensurate with the amount of special benefits received.

Special Benefit Factors

The method used to determine proportional special benefits are measured by each parcel's street frontage, building size plus lot size compared to the total street frontage, building square footage and lot square footage of all parcels in the District boundary.

The use of each parcel's assessable lot square footage, building square footage and front footage is the best measure of benefit for the programs because the intent of the District activities is to improve the safety of each individual parcel, to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services for parcels within the District.

Lot square footage is relevant to the best use of a property and will reflect the long term special benefit implications of the improvement district. Lot square footage is defined as the total amount of area within the borders of the parcel. The borders of a parcel are defined on the County Assessor parcel maps. Due to the high demand for services to the lot, the lot square footage will receive 35% of the budget in Zone 1 and 28% of the budget in Zone 2.

Linear Street frontage is relevant to the amount of benefit each assessed parcel will receive from the PBID services that are delivered at the street level. This reflects the fact that services on the street will have the greatest benefit to properties in relationship to their exposure on the streets. That is to say that the more linear frontage a parcel has the more benefit it will receive from the services. Properties are assessed for all street frontages. Properties with more than one street frontage such as corner lots are assessed for the sum of all the parcels' street frontage. Linear front footage was obtained from the County Assessor's parcel maps. Similarly to the lot square footage, the linear street frontage will receive significant levels of services and will be assessed 39% of the budget in Zone 1 and 24% of the budget in Zone 2.

Building square footage is relevant to the interim use of a property and is utilized to measure short and mid-term special benefit. It also acknowledges the benefits from the services to the buildings, including tenants, residents and employees. Building square footage is defined as gross building square footage as determined by the outside measurements of a building. Building square footage will be assessed 26% of the budget in Zone 1 and 48% of the budget in Zone 2.

See Section G for Apportionment Method

SECTION E: SPECIAL and GENERAL BENEFITS

State Law, Proposition 218, and judicial opinions require that assessments be levied according to the estimated special benefit each assessed parcel receives from the activities and improvements. Article XIID Section 4(a) of the California Constitution in part states "only special benefits are assessable" which requires that we separate the general benefits, if any, from the special benefits provided by the proposed activities and improvements. Further clarification from the Golden Hill judicial opinion states that "even *minimal* general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties". A special benefit as defined in Article XIID means a particular and distinct benefit over and above general benefits conferred on real property located in the PBID or to the public at large.

The special benefit to parcels from the proposed PBID activities and improvements described in this Report is equal to or exceeds the total amount of the proposed assessment. Each individual assessed parcel's assessment is no greater than the special benefit it receives from the PBID services. The quantitative analysis of determining the special and general benefit is provided below.

Special Benefit

All special benefits derived from the assessments outlined in this Report are for property related activities directly benefiting each individual assessed parcel in the PBID. The special benefit must affect the individual assessable parcel in a way that is particular and distinct from its effect on other parcels and that real property in general and the public at large do not share.

The PBID's purpose is to fund activities and improvements to provide a cleaner and safer environment and to perform the parking and communication services as outlined in Section B with the goal of increasing pedestrian traffic and filling vacant storefronts, office space and residential rental properties. By presenting a more attractive, safer and vibrant destination, pedestrian traffic will increase.

Improving the public safety makes locations more attractive for businesses. Business location decisions are made based on the environment of prospective locations. "Lower levels of public safety lead to increased uncertainty in decision making and can be perceived as a signal of a socio-institutional environment unfavorable for investment. Uncertainty affects the investment environment in general. But in particular, it increases the fear of physical damage to investment assets (or to people) or their returns...Almost universally, places with lower crime rates are perceived as more desirable".⁹ Once economic investment occurs within the district, pedestrian traffic will increase either through increased employees or visitors.

The increased pedestrian traffic encourages business development and livability which specially benefits all assessed parcels. In order to analyze the type of people that are within the District boundary we need to quantify how many of them engage in commerce and/or reside in the PBID. The Westwood District contracted with Farrand Research to conduct intercept surveys

⁹ "Accelerating economic growth and vitality through smarter public safety management" IBM Global Business Services Executive Report, September 2012, pg. 2

within the PBID boundary to determine to what degree respondents engage in any type of business activity (going to a restaurant; walking around; going to an entertainment venue; conduct personal business, e.g. visit a bank, beauty salon, tailor, dry cleaner; pay to park a car in the District; attend a class or stay overnight). The survey included 433 participants, with a margin of error of 4.7%, and was conducted from January 3rd and 5th, 2013 at separate locations within the PBID with all efforts made to include an unbiased cross section of participants. The margin of error is determined by calculating the square root of the number of participants (433) and dividing the twice the square root into 1.96 which is the critical value associated with a 95% confidence level. The square root of 433 is 20.81. $1.96 \div 2 \times 20.81$ equals 0.0471 which rounds to 4.7%.

The intent of the survey is to determine how many of the respondents intend to engage in commerce and/or chose to live within the District and whether any of the PBID activities influenced their decision. If the respondent indicated that they either intend to engage in commerce and that the PBID activities influenced their decision to be in the District, then the PBID activities provide a special benefit to the assessed parcels. Of the 433 respondents, only 3 respondents answered question one positively and questions 2 through 7 negatively which indicated they have no intent to engage any activities listed on the survey which means that the remaining 430 or 99.3% of the respondents indicated that they will and intend to engage in at least one of the activities asked in the survey listed above as opposed to "just passing through" the PBID with no business purpose. The survey also found that of the 430 respondents that intended to engage in an economic activity, 100% indicated that at least one of the PBID enhanced services contributed to their decision to come to the District and engage in commerce. Therefore the PBID services influenced the decision of 99.3% of the survey respondents to come to the district and engage in commerce which provided special benefit to the individually assessed District parcels. The final survey results are attached as Attachment A to this report.

Based on the results of the survey, we reasoned that each of the proposed PBID services and activities provides special benefits to the real property within the PBID. Article XIID Section 4(a) of the state Constitution states "An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed".

All individually assessed parcels specially benefit from all the PBID activities. In particular, each parcel will benefit from the Safe and Clean services that will make each parcel cleaner and safer, such as: increased security patrol removing graffiti from buildings, picking up trash that pedestrians leave behind, weeding and power-washing sidewalks.

Each individually assessed parcel will also specially benefit from the Communication and Development activities by effectively managing the parking supply, encouraging business development and investment which generates customer traffic. The customer traffic directly relates to increases in commercial activity, filling of vacant storefronts and offices and then ultimately, increased lease rates for retail and office space and cars parking in the paid parking structures and lots. All specially benefitted parcels will be assessed based on their proportional share of the special benefits received from the PBID activities.

However, State Law provides that properties zoned solely for residential use are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to assessment. As a result, the properties within the

PBID zoned solely for residential use will not be assessed for nor receive the PBID activities like other properties. These properties may receive some benefit from the PBID activities and therefore are analyzed in the general benefit analysis below.

Publicly Owned Parcels: All publicly-owned parcels will pay their proportional share of costs based on the special benefits conferred to those individual parcels. The publicly-owned parcels within the District are a commercial parking structure and a commercial office building.

Article XIID of the State Constitution contemplates payment of assessments by governmental entities. Section 4(a) of Article XIID states in relevant part that "Parcels within a district that are owned or used by any agency... shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit."

General Benefit

As required by the State Constitution Article XIID Section 4(a), the general benefits of an assessment district must be quantified and separated out so that the cost of the activities that are attributed to general benefit are deducted from the cost assessed against each specially benefitted parcel. General benefits are benefits from the PBID activities and improvements that are not special in nature, are not "particular and distinct" and are not over and above the benefits that other parcels receive. This analysis will evaluate and determine the level of general benefits that (1) parcels outside of PBID may receive and non assessed parcels may receive, and (2) the public at large may receive.

General Benefit to Parcels Outside of PBID and Non Assessed Parcels Inside PBID

All the PBID activities and improvements are provided to each of the individual assessed parcels in the PBID boundary. No PBID activities will be specifically provided to any parcel outside of the PBID boundary or any non assessed parcels within the PBID boundary. However, it is conceivable to conclude that some parcels outside of the PBID boundary may receive some spillover benefit from the Safe and Clean activities as well as the Communication activities.

In the case of the PBID, the parcels considered outside of the PBID's boundary that may receive a general benefit are those parcels that are immediately adjacent to or immediately across the street from where the PBID services are delivered. In order to calculate the general benefit parcels adjacent to the Westwood PBID may receive, the percentage of each PBID activity budget attributed to these parcels must be determined. There are 26 residential parcels within the PBID boundary that are statutorily exempt from assessment by State Law and are not provided programs or services, but may receive some spillover benefit from PBID activities. The table below shows the budgets for each of the PBID activities that may have spillover benefit and their respective percentage of the total PBID budget.

We then need to apply a Relative Benefit factor to each of the activities accounting for the potential benefit parcels outside of the district may receive. The relative benefit factor is a basic unit of measure that compares the benefit that parcels within the District receive compared to parcels outside of the District. Since the parcels in the District boundary receive 100% of the special benefit they are assigned a relative benefit factor of 1.0 for each PBID activity. Since the parcels outside of the district boundary do not directly receive any PBID activity they are assigned a benefit factor less than 1.0 for each PBID activity. There is no scientific method to

determine the respective relative benefit, however in our professional experience of over 50 years as a Registered Civil Engineer the relative benefit factors are reasonable to conclude. In the case of the Westwood PBID, Communication and Development may have a greater spillover benefit than Safe and Clean in that the economic impact may have a great impact on a parcel immediately adjacent to the PBID boundary as a visitor may not be able to determine whether a parcel is in the District boundary or not. Therefore, Communication and Development receives a relative benefit factor of 0.50. Safe and Clean may also have a spillover benefit in that parcels immediately adjacent to the PBID boundary may visually see the affects of the PBID services, e.g. cleaner sidewalks, safety patrols, and buildings without graffiti. The relative benefit factor for Safe and Clean is 0.25. The relative benefit factors are then multiplied by the PBID activity's budget percentage to determine the overall benefit factor. The following table illustrates this calculation.

| PBID Activities Budget: | Budget | Percent of Budget | x | Relative Benefit * | = | Benefit Factor |
|---|------------------|--------------------------|----------|---------------------------|----------|-----------------------|
| Budget for Safe and Clean: | \$935,335 | 72.25% | | 0.25 | | 0.18 |
| Budget for Communication and Development: | <u>\$175,013</u> | 13.52% | | 0.50 | | <u>0.07</u> |
| TOTAL PBID Assessment Budget: | \$1,294,648 | | | | | 0.25 |

*

For purposes of this analysis, we used a conservative 50% relative benefit factor for the Communications and a 25% relative benefit factor for the Safe and Clean acknowledging that parcels outside of the District boundary may receive a greater benefit from the Communications activities than the Safe and Clean activities. In our professional experience of over 50 years as a Registered Civil Engineer the relative benefit factors are reasonable to conclude and provide a conservative estimate of possible general benefit.

To calculate the Benefit Factor, multiply the Percent of Budget by the Relative Benefit. The 5 commercial parcels outside of the PBID boundary are assigned a total benefit factor of 0.25 (0.18 + 0.07) to account for the fact that they may benefit from both the Safe and Clean and Communication activities that may encourage commerce not only within the PBID boundary but immediately adjacent to it. However the 26 statutorily exempt from assessment residential parcels will not benefit from the Communication activities and less benefit than commercial parcels from the Safe and Clean activities and therefore receive a reduced benefit factor of 0.09 (0.18 * 0.5). Both of these benefit factors are reflected in the table below.

In comparison to the parcels outside the district boundary there are 119 parcels within the PBID boundary, all of which receive a benefit factor of 1.0 acknowledging that they receive 100% special benefit from the PBID activities. To calculate the general benefit percentage, the respective benefit factors must be applied to the number of parcels both within the PBID boundary and those that are outside of the PBID boundary. The table below shows the calculation for the general benefit percentage.

| | No. of Parcels | Benefit Factor | Total Benefit Units |
|--|---------------------------|---------------------------|------------------------------------|
| No. of parcels in District: | 119 | 1.00 | 119.00 |
| No. of residential parcels within district boundary non-assessed (1) | 26 | 0.09 | 2.35 |
| No. of non-residential parcels adjacent to district boundary | 5 | 0.25 | 1.24 |
| No. of residential parcels adjacent to district boundary (2) | 7 | 0.09 | 0.63 |
| Total number of parcels | 157 | | 123.22 |

General Benefit to parcels outside of district boundary

3.43%

$(2.35+1.24+0.63)/123.22$

General Benefit to the Public At Large

In addition to the general benefit to the parcels outside of the PBID boundary, there may be general benefits to the public at large, those people that are either in the PBID boundary and not specially benefitted from the activities or people outside of the PBID boundary that may benefit from the PBID activities. In the case of the PBID the public at large are those people that are within the PBID boundary that do not pay an assessment and do not specially benefit from the PBID activities. To quantify this, a determination is made of how many people are in the PBID boundary regardless of the PBID activities or that the PBID activities do not influence their decision to be in the District.

Referencing back to the Farrand Research survey, there was a series of four questions posed to the respondents to measure how important the PBID activities are in their decision to be in the PBID boundary. Of the 430 respondents, none of them indicated "Not at all Important" to all 4 questions relating to the PBID activities. Also when factoring in "just slightly important" with the "not at all important" responses did not yield any difference in the benefit calculation. What this indicates is that at least one of the PBID activities was important to every one of the respondents to be in the PBID, and hence engaged in activities benefitting the parcels within the PBID. Of the 433 respondents, 3 responded they have no intent to engage any activities listed on the survey which means that .7% of those surveyed were not providing special benefit to the District parcels.

Total General Benefits

Using the sum of the two (2) measures of general benefit described above (.7+3.43), we find that approximately 4.13% of the benefits conferred by the PBID activities may be general in nature and will be funded from sources other than special assessments.

SECTION F: COST ESTIMATE

2012 Operating Budget

The Westwood 2014 calendar year operating budget takes into consideration:

1. The improvements and activities needed to provide special benefits to each individual parcel within the District boundary (Section B),
2. The parcels that specially benefit from said improvements and activities (Section C), and
3. The costs associated with the special and general benefits conferred (Section E).

EXPENDITURES

| Benefit Zone | Clean & Safe, Beautiful | Communication Development | Management City Fees | Total |
|----------------------------|-------------------------|---------------------------|----------------------|-----------------------|
| 1 | \$641,359.21 | \$120,006.41 | \$126,374.51 | \$ 887,740.13 |
| 2 | \$293,975.79 | \$ 55,006.59 | \$ 57,925.49 | \$ 406,907.87 |
| Total Budget | \$935,335.00 | \$175,013.00 | \$184,300.00 | \$1,294,648.00 |
| REVENUES | | | | |
| Assessment | | | | \$1,241,179.00 |
| Other Revenue 4.13% (1) | | | | \$ 53,469.00 |
| Total Revenue | | | | \$1,294,648.00 |

(1) Other non-assessment funding to cover the cost associated with general benefit.

Budget Notations

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments will be subject to an annual increase of up to 5% per year to address changes in the cost of providing services. The actual amount of increase will be determined by the Owners Association and will vary between 0% and 5% in any given year. Any change will be approved by the owner's association board of directors and submitted to the City within its annual planning report. Pursuant to Section 36650 of the California Streets and Highways Code.

SECTION G: APPORTIONMENT METHOD

In order to allocate the cost of the PBID services to the parcels for the special benefits received we use the assessable square footages shown below.

| | Total District | Zone 1 | Zone 2 |
|-----------------|----------------|-----------|-----------|
| Lot Sq Ft | 2,234,630 | 1,557,265 | 677,365 |
| Building Sq Ft. | 5,994,746 | 2,700,514 | 3,294,232 |
| Front Footage | 24,179 | 18,455 | 5,724 |

Calculation of Assessments

Based on the special benefit factors, assessable footages plus the budget, all of which are discussed above, first year assessments are established as follows.

Zone 1 Assessments Parcels within Zone 1 are in the core of the District and are made up primarily of low rise retail and office buildings. Zone 1 contains the highest concentration of retail uses in the District, the highest pedestrian traffic and the highest demand for clean and safe services.

A number of factors enter into the determination of how much weight is to be given to each assessment variable, lot, building and frontage. Historical data from the last 2.5 years detailing the type and level of service delivery to each individual assessed parcel was reviewed. The unique difference in building type in each zone was analyzed. The relationship between the current assessable footage and historical assessable footage of each of the three assessment variables to each other and the total of all assessment variables was reviewed. The result of this process was to confirm the validity of the weighting that was determined with the 2011 establishment.

The most emphasis is placed on a property's front footage because the benefit of ground floor safety, maintenance and marketing is realized by those properties with frontage on the street. Thirty nine percent of zone one's budget is assessed against a parcel's linear front footage.

The second most emphasis is placed on gross lot square footage due to the more substantial long term value impacts on highest and best use and due to the nature of proposed district services providing direct benefit to ground floor property and land. Thirty five percent of zone one's budget is assessed against gross lot square footage.

The least emphasis is placed on gross building square footage due to the short term benefits for interim uses and the dilution of direct benefit to uses above the ground floor. Twenty six percent of zone one's budget is assessed against gross building square footage.

Zone 1 assessments are determined by dividing the Zone 1 assessment budget of \$851,076.46 by the appropriate Zone 1 square footages for each variable. Zone 1 assessments Per Foot for Each Assessment Variable:

Lot Footage Assessment

(\$851,076.46x35%/1,557,265 lot sq ft)

\$00.1924 per square foot

Building Footage Assessment

(\$851,076.46x26%/2,700,514 bldg sq ft)

\$00.0819 per building square foot

Linear Front Footage Assessment **\$17.8931 per street front foot**
($\$851,076.46 \times 39\% / 18,455$ linear front ft)

Zone 2 Assessments The parcels in Zone 2 are primarily high rise office buildings, hotels and parking structures. These parcels have much fewer retail uses, much lower pedestrian traffic which create needs that are unique from Zone 1 parcels, and has a lower demand for clean and safe services. Zone 2 has the lowest pedestrian traffic of the two zones.

A number of factors enter into the determination of how much weight is to be given to each assessment variable, lot, building and frontage. Historical data from the last 2.5 years detailing the type and level of service delivery to each individual assessed parcel was reviewed. The unique difference in building type in each zone was analyzed. The relationship between the current assessable footage and historical assessable footage of each of the three assessment variables to each other and the total of all assessment variables was reviewed. The result of this process was to confirm the validity of the weighting that was determined with the 2011 establishment.

Zone two is comprised primarily of high rise office buildings, hotels and parking structures. The most emphasis is placed on a property's building square footage because the benefit of safety, maintenance and marketing is realized by those properties with high occupancy density and high useable square footage. Forty eight percent of zone two's budget is assessed against a parcel's building square footage.

The second most emphasis is placed on gross lot square footage due to the long term value impacts on highest and best use and due to the nature of proposed district services providing direct benefit to ground floor property and land. Twenty eight percent of zone two's budget is assessed against gross lot square footage.

The least emphasis is placed on linear front footage due to the relationship of front foot to building square footage of high rise buildings. Twenty four percent of zone two's budget is assessed against linear front footage.

Zone 2 assessments are determined by dividing the Zone 2 budget of \$390,102.58 by the appropriate Zone 2 square footages for each variable. Zone 2 Assessments Per Foot For Each Assessment Variable:

| | |
|---|---|
| Lot Footage Assessment | \$00.1624 per square foot |
| ($\$390,102.58 \times 28\% / 677,365$ lot sq ft) | |
| Building Footage Assessment | \$00.0572 per building square foot |
| ($\$390,102.58 \times 48\% / 3,294,232$ bldg sq ft) | |
| Linear Front Footage Assessment | \$16.0157 per street front foot |
| ($\$390,102.58 \times 24\% / 5,724$ linear front ft) | |

| | Assessment Rates |
|---------------------------|------------------|
| Zone 1 Lot per sq ft | \$0.1924 |
| Zone 1 Building per sq ft | \$0.0819 |
| Zone 1 Front Footage | \$17.8931 |
| Zone 2 Lot per sq ft | \$0.1624 |
| Zone 2 Building per sq ft | \$0.0572 |
| Zone 2 Front Footage | \$16.0157 |

Zone 1 Example:

| | |
|--------------------------------|---|
| Lot Square Footage = 1000 | $1000 \times \$0.1924 = \192.40 |
| Building Square Footage = 2000 | $2000 \times \$0.0819 = \163.80 |
| Frontage = 100 | $100 \times \$17.8931 = \underline{\$1,789.31}$ |
| Total Zone 1 Parcel Assessment | $\$2,145.51$ |

The total of lot footage assessment plus building footage assessment plus street front footage assessment for each parcel constitutes the total assessment for that parcel.

Zone 2 Example:

| | |
|--------------------------------|---|
| Lot Square Footage = 1000 | $1000 \times \$0.1624 = \162.40 |
| Building Square Footage = 2000 | $2000 \times \$0.0572 = \114.40 |
| Frontage = 100 | $100 \times \$16.0157 = \underline{\$1,601.57}$ |
| Total Zone 2 Parcel Assessment | $\$1,878.37$ |

The total of lot footage assessment plus building footage assessment plus street front footage assessment for each parcel constitutes the total assessment for that parcel.

Property Use Considerations

Gross Square Footage of Parking: Because parking structures and lots are primarily used to park cars and not to house tenants, or businesses and because parking uses have less daily pedestrian traffic than similarly sized buildings parking uses require fewer services and receive less special benefit from Westwood BID improvements and activities. Parking uses will be subject to one of the following methodologies:

- Parking square footage that is integrated within a building, has the same ownership and on the same single parcel as the building (and the building has other uses in addition to parking) the square footage of the building that is comprised of parking require no District services and receive no special benefit. For example there are no clean and safe services provided around or within the parking part of the building. This square footage will be excluded from the calculation of building square footage when determining building assessments. (All three conditions must be met to be excluded)
- Non-integrated structured parking and/or surface parking with the same ownership as a building and with a majority of its parking dedicated to the building's tenants require fewer services and receive less special benefit. These parcels receive clean and safe services around the perimeter of the structure, but do not receive the same level of benefit from the Districts communication programs because the parking is dedicated primarily to the building tenants and not commercial customers. These parcels will not be assessed for building footage, but will be assessed on lot square footage and street front footage only.
- Non-integrated structured parking with ownership different than buildings that may use a majority of the parking and independent stand-alone structured parking require the same services as other non-parking parcels and receive the same special benefit. For example clean and safe services are provided around the perimeter of the structure. These parcels also benefit from the communication programs which work to attract more customers to the District and to parking. These parcels will be assessed the same as other parcels within the District. They will be assessed on lot square footage, building square footage (parking structure) and street front footage. Non-integrated structured parking because of its commercial nature receives more special benefits than parking

that primarily serves a single building.

- Surface parking lots are a commercial enterprise and will be assessed on lot square footage and street front footage. These parcels benefit from the clean and safe services that are provided around the perimeter of the structure. These parcels also benefit from the communication programs which work to attract more customers to the Districts commercial parking enterprises.

Government Assessments

The Westwood PBID assumes that all local, state and federal entities will pay their proportional share of costs based on the special benefits conferred to those individual parcels. Government properties will fully benefit from PBID services and will pay the same assessment rates as commercial properties. Article XIII D of the California Constitution was added in November of 1996 and provides for these assessments.

| Zone | APN | Legal Owner Name | Site Address | Building | Lot Size | FF | 2014 Assessment | % |
|------|--------------|---------------------------------------|---------------------|----------|----------|-----|-----------------|-------|
| 1 | 4363-018-904 | LA City | 1036 Broxton Ave | 89,040 | 29,640 | 299 | \$18,347.97 | 1.48% |
| | | Total LA City | | | | | \$18,347.97 | 1.48% |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| 1 | 4363-019-901 | Regents Of The University Of CA | 10886 Le Conte Ave | 36,579 | 22,144 | 146 | \$9,869.63 | 0.80% |
| 1 | 4363-019-903 | Regents Of The University Of CA | 930 Westwood Blvd | 145,497 | 42,420 | 574 | \$30,353.22 | 2.45% |
| 2 | 4324-001-900 | Regents Of The University Of CA | 10920 Wilshire Blvd | 315,776 | 52,839 | 174 | \$29,429.55 | 2.37% |
| | | Total Regents Of The University Of CA | | | | | \$69,652.40 | 5.61% |
| | | | | | | | | |
| | | Total Government Parcels | | | | | \$88,000.37 | 7.09% |

Maximum Annual Assessment Adjustments

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments will be subject to annual increases not to exceed 5% per year. Increases will be determined by the District Owners Association and will vary between 0 and 5% in any given year. Any change will be approved by the owners association board of directors and submitted to the City of Los Angeles within its annual planning report. Pursuant to Section 36650 of the California Streets and Highways Code.

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. The owners association shall have the right to reallocate up to 10% of the budget allocation by line item within the budgeted categories. Any change will be approved by the owners association board of directors and submitted to the City of Los Angeles within its annual planning report. Pursuant to Section 36650 of the California Streets and Highways Code. The overall budget shall remain consistent with this Management District Plan.

Budget Adjustment

Any annual budget surplus or deficit will be rolled into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses or deficits that are carried forward.

Future Development

As a result of continued development, the District may experience the addition or subtraction of assessable commercial footage for parcels included and assessed within the District boundaries. The modification of parcel improvements assessed within the District may then change upwards or downwards the amount of total footage assessment for these parcels. In future years, the assessments for the special benefits bestowed upon the included PBID parcels may change in accordance with the assessment methodology formula listed in the Management District Plan and Engineer's Report provided the assessment rate does not change. If the assessment formula changes, then a Proposition 218 ballot will be required to approve the changes.

SECTION H: ASSESSMENT ROLL

The total assessment amount for 2014 is \$1,241,179 apportioned to each individual assessed parcel. For a complete listing of assessed parcels, please see Attachment B: Assessment Roll, attached as a separate document.

Attachment A

Westwood District

Proposed Property Based Improvement District Visitor Survey

Summary of Quantitative Research and
Cross Tabulation Tables

January 2013



FINAL RESULTS: Westwood District PBID Visitor Survey

SAMPLE SIZE = 433; MARGIN OF ERROR = 4.7%

INTERVIEW DATES: January 10 & 12, 2013

Hello, my name is _____; I work for a public opinion research firm conducting a study of visitors to the Westwood District. We would like to ask you some questions that will just take a couple of minutes.

A. Do you live within the Westwood District Property and Business Improvement District? [SHOW MAP] Yes: 99 No: 334

B. Do you work within the Westwood District Property and Business Improvement District? [SHOW MAP] Yes: 124 No: 309

Now, I am going to read a list of activities. For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Westwood District. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

| (CIRCLE ONE FOR EACH) | Very Likely | Somewhat Likely | Slightly Likely | Not at All Likely |
|--|-------------|-----------------|-----------------|-------------------|
| 1. Stroll or walk around OR simply wait to make a transit connection | 271 | 76 | 41 | 45 |
| 2. Eat or drink at a restaurant, café, or bar | 300 | 85 | 34 | 14 |
| 3. Shop | 176 | 108 | 67 | 82 |
| 4. Attend a movie, live theater, live music or visit a museum | 150 | 117 | 69 | 97 |
| 5. Conduct personal business like visit a bank, lawyer, accountant, beauty salon, dry cleaner, dentist, eye doctor | 175 | 88 | 52 | 118 |
| 6. Pay to park your car within the District | 121 | 38 | 39 | 235 |
| 7. Attend a class within the District (the UCLA campus is not within the District) | 91 | 43 | 38 | 261 |
| 8. Stay overnight in a hotel | 32 | 20 | 23 | 358 |

Now, I am going to read a list of features. For each I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.

| (CIRCLE ONE FOR EACH) | Very Important | Somewhat Important | Just Slightly Important | Not at all Important |
|---|----------------|--------------------|-------------------------|----------------------|
| 9. Safety, like extra security, bike patrols | 294 | 106 | 14 | 19 |
| 10. Cleanliness, like sidewalk sweeping, extra trash pick-up, steam cleaning and graffiti removal | 302 | 108 | 15 | 8 |
| 11. Appearance like, flowers, landscaping, sidewalk repair | 224 | 159 | 35 | 15 |
| 12. New businesses and restaurants to fill empty storefronts | 218 | 163 | 30 | 22 |
| 13. Good communication channels to inform me about the Westwood District and its offerings | 170 | 138 | 57 | 68 |

ONLY AMONG THOSE WHO LIVE WITHIN THE WESTWOOD DISTRICT PROPERTY-BASED IMPROVEMENT AREA IN Q.A. (n=99)

| (CIRCLE ONE FOR EACH) | Very Important | Somewhat Important | Just Slightly Important | Not at all Important |
|--|----------------|--------------------|-------------------------|----------------------|
| 14. How important were any of the features I just read [Q.9-Q.13] in making your decision to live within the | 41 | 26 | 16 | 7 |

SUMMARY

| | |
|--|----------------------------------|
| Likely to perform at least one non-strolling/transit connection activity in Q1-Q8: | Total 430 (99%) |
| Not at all likely to perform any non-strolling/transit connection activities in Q1-Q8: | 3 (<1%) |
| Not at all likely to perform any non-strolling/transit connection activities and said "Not at all important" to all features in Q.9-13: | 0 (0%) |
| Not at all likely to perform any non-strolling/transit connection activities and said "Not at all important" OR "Just slightly important" to all features in Q.9-13*: | 0 (0%) |

* Factoring in "just slightly important" with the "not at all important" responses does not yield any difference in the benefit calculation.

DATE OF INTERVIEW

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|----------------------|-------|---------------|-----------|---------------|-------------|-------------|-------------------|----------------|----------------------|--------------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBRN | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - TOTAL | 433 | 223 | 210 | 135 | 153 | 145 | 66 | 176 | 97 | 94 |
| RESPONDENTS | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| THURSDAY, JANUARY 10 | 223 | 223 | 0 | 58 | 77 | 88 | 34 | 68 | 50 | 71 |
| | 52% | 100% | 0% | 43% | 50% | 61% | 52% | 39% | 52% | 76% |
| SATURDAY, JANUARY 12 | 210 | 0 | 210 | 77 | 76 | 57 | 32 | 108 | 47 | 23 |
| | 48% | 0% | 100% | 57% | 50% | 39% | 48% | 61% | 48% | 24% |

TIME OF INTERVIEW

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|-------------------|-------|---------------|-----------|---------------|-------------|-------------|-------------------|----------------|----------------------|--------------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBRN | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - TOTAL | 433 | 223 | 210 | 135 | 153 | 145 | 66 | 176 | 97 | 94 |
| RESPONDENTS | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 10:00am - 11:00am | 8 | 1 | 7 | 8 | 0 | 0 | 2 | 4 | 2 | 0 |
| | 2% | 0% | 3% | 6% | 0% | 0% | 3% | 2% | 2% | 0% |
| 11:01am - 12:00pm | 66 | 24 | 42 | 66 | 0 | 0 | 16 | 23 | 13 | 14 |
| | 15% | 11% | 20% | 49% | 0% | 0% | 24% | 13% | 13% | 15% |
| 12:01pm - 1:00pm | 61 | 33 | 28 | 61 | 0 | 0 | 11 | 26 | 0 | 24 |
| | 14% | 15% | 13% | 45% | 0% | 0% | 17% | 15% | 0% | 26% |
| 1:01pm - 2:00pm | 35 | 8 | 27 | 0 | 35 | 0 | 2 | 14 | 10 | 9 |
| | 8% | 4% | 13% | 0% | 23% | 0% | 3% | 8% | 10% | 10% |
| 2:01pm - 3:00pm | 47 | 26 | 21 | 0 | 47 | 0 | 7 | 11 | 25 | 4 |
| | 11% | 12% | 10% | 0% | 31% | 0% | 11% | 6% | 26% | 4% |
| 3:01pm - 4:00pm | 71 | 43 | 28 | 0 | 71 | 0 | 13 | 33 | 10 | 15 |
| | 16% | 19% | 13% | 0% | 46% | 0% | 20% | 19% | 10% | 16% |
| 4:01pm - 5:00pm | 82 | 31 | 51 | 0 | 0 | 82 | 2 | 52 | 17 | 11 |
| | 19% | 14% | 24% | 0% | 0% | 57% | 3% | 30% | 18% | 12% |
| 5:01pm - 6:00pm | 40 | 34 | 6 | 0 | 0 | 40 | 8 | 11 | 15 | 6 |
| | 9% | 15% | 3% | 0% | 0% | 28% | 12% | 6% | 15% | 6% |
| 6:01pm - 7:00pm | 23 | 23 | 0 | 0 | 0 | 23 | 5 | 2 | 5 | 11 |
| | 5% | 10% | 0% | 0% | 0% | 16% | 8% | 1% | 5% | 12% |

LIVE WITHIN THE WESTWOOD PBID

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|--------------|-------|---------------|-----------|---------------|-------------|-------------|-------------------|--------------------|----------------------|--------------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBR N | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - TOTAL | 433 | 223 | 210 | 135 | 153 | 145 | 66 | 176 | 97 | 94 |
| RESPONDENTS | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 99 | 56 | 43 | 35 | 25 | 39 | 14 | 35 | 28 | 22 |
| | 23% | 25% | 20% | 26% | 16% | 27% | 21% | 20% | 29% | 23% |
| NO | 334 | 167 | 167 | 100 | 128 | 106 | 52 | 141 | 69 | 72 |
| | 77% | 75% | 80% | 74% | 84% | 73% | 79% | 80% | 71% | 77% |

WORK WITHIN THE WESTWOOD PBID

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|--------------|-------|---------------|-----------|---------------|-------------|-------------|-------------------|--------------------|----------------------|--------------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBR N | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - TOTAL | 433 | 223 | 210 | 135 | 153 | 145 | 66 | 176 | 97 | 94 |
| RESPONDENTS | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 124 | 92 | 32 | 39 | 33 | 52 | 16 | 30 | 39 | 39 |
| | 29% | 41% | 15% | 29% | 22% | 36% | 24% | 17% | 40% | 41% |
| NO | 309 | 131 | 178 | 96 | 120 | 93 | 50 | 146 | 58 | 55 |
| | 71% | 59% | 85% | 71% | 78% | 64% | 76% | 83% | 60% | 59% |

Q1-Q13 BY TOTAL, DATE, AND TIME

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|--|-------|---------------|-----------|---------------|-------------|-------------|----------------|----------------|----------------------|--------------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBRN | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - TOTAL | 433 | 223 | 210 | 135 | 153 | 145 | 66 | 176 | 97 | 94 |
| RESPONDENTS | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND VERY LIKELY | 271 | 140 | 131 | 98 | 96 | 77 | 43 | 92 | 81 | 55 |
| | 63% | 63% | 62% | 73% | 63% | 53% | 65% | 52% | 84% | 59% |
| SOMEWHAT LIKELY | 76 | 38 | 38 | 17 | 25 | 34 | 12 | 30 | 9 | 25 |
| | 18% | 17% | 18% | 13% | 16% | 23% | 18% | 17% | 9% | 27% |
| SLIGHTLY LIKELY | 41 | 22 | 19 | 13 | 12 | 16 | 6 | 20 | 4 | 11 |
| | 9% | 10% | 9% | 10% | 8% | 11% | 9% | 11% | 4% | 12% |
| NOT AT ALL LIKELY | 45 | 23 | 22 | 7 | 20 | 18 | 5 | 34 | 3 | 3 |
| | 10% | 10% | 10% | 5% | 13% | 12% | 8% | 19% | 3% | 3% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT VERY LIKELY | 300 | 153 | 147 | 102 | 104 | 94 | 39 | 127 | 71 | 63 |
| | 69% | 69% | 70% | 76% | 68% | 65% | 59% | 72% | 73% | 67% |
| SOMEWHAT LIKELY | 85 | 48 | 37 | 17 | 36 | 32 | 17 | 29 | 16 | 23 |
| | 20% | 22% | 18% | 13% | 24% | 22% | 26% | 16% | 16% | 24% |
| SLIGHTLY LIKELY | 34 | 16 | 18 | 10 | 9 | 15 | 6 | 15 | 6 | 7 |
| | 8% | 7% | 9% | 7% | 6% | 10% | 9% | 9% | 6% | 7% |
| NOT AT ALL LIKELY | 14 | 6 | 8 | 6 | 4 | 4 | 4 | 5 | 4 | 1 |
| | 3% | 3% | 4% | 4% | 3% | 3% | 6% | 3% | 4% | 1% |
| Q3 - LIKELY TO: SHOP -VERY LIKELY | 176 | 75 | 101 | 62 | 66 | 48 | 23 | 74 | 49 | 30 |
| | 41% | 34% | 48% | 46% | 43% | 33% | 35% | 42% | 51% | 32% |
| SOMEWHAT LIKELY | 108 | 64 | 44 | 31 | 42 | 35 | 19 | 41 | 20 | 28 |
| | 25% | 29% | 21% | 23% | 27% | 24% | 29% | 23% | 21% | 30% |
| SLIGHTLY LIKELY | 67 | 37 | 30 | 20 | 16 | 31 | 7 | 28 | 8 | 24 |

| | | | | | | | | | | |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|
| NOT AT ALL LIKELY | 15% 82 19% | 17% 47 21% | 14% 35 17% | 15% 22 16% | 10% 29 19% | 21% 31 21% | 11% 17 26% | 16% 33 19% | 8% 20 21% | 26% 12 13% |
| Q4 - LIKELY TO: ATTEND MOVIE, LIVE THEATER VERY LIKELY | 150 35% | 65 29% | 85 40% | 51 38% | 56 37% | 43 30% | 14 21% | 71 40% | 41 42% | 24 26% |
| SOMEWHAT LIKELY | 117 27% | 74 33% | 43 20% | 38 28% | 38 25% | 41 28% | 21 32% | 43 24% | 17 18% | 36 38% |
| SLIGHTLY LIKELY | 69 16% | 38 17% | 31 15% | 17 13% | 24 16% | 28 19% | 14 21% | 26 15% | 8 8% | 21 22% |
| NOT AT ALL LIKELY | 97 22% | 46 21% | 51 24% | 29 21% | 35 23% | 33 23% | 17 26% | 36 20% | 31 32% | 13 14% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS VERY LIKELY | 175 40% | 93 42% | 82 39% | 68 50% | 57 37% | 50 34% | 22 33% | 57 32% | 53 55% | 43 46% |
| SOMEWHAT LIKELY | 88 20% | 47 21% | 41 20% | 25 19% | 32 21% | 31 21% | 24 36% | 27 15% | 20 21% | 17 18% |
| SLIGHTLY LIKELY | 52 12% | 34 15% | 18 9% | 15 11% | 12 8% | 25 17% | 7 11% | 17 10% | 10 10% | 18 19% |
| NOT AT ALL LIKELY | 118 27% | 49 22% | 69 33% | 27 20% | 52 34% | 39 27% | 13 20% | 75 43% | 14 14% | 16 17% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT VERY LIKELY | 121 28% | 55 25% | 66 31% | 39 29% | 40 26% | 42 29% | 10 15% | 69 39% | 16 16% | 26 28% |
| SOMEWHAT LIKELY | 38 9% | 21 9% | 17 8% | 10 7% | 11 7% | 17 12% | 7 11% | 15 9% | 7 7% | 9 10% |
| SLIGHTLY LIKELY | 39 9% | 25 11% | 14 7% | 14 10% | 8 5% | 17 12% | 6 9% | 8 5% | 8 8% | 17 18% |
| NOT AT ALL LIKELY | 235 54% | 122 55% | 113 54% | 72 53% | 94 61% | 69 48% | 43 65% | 84 48% | 66 68% | 42 45% |
| Q7 - LIKELY TO: ATTEND CLASS VERY LIKELY | 91 21% | 66 30% | 25 12% | 24 18% | 30 20% | 37 26% | 21 32% | 28 16% | 26 27% | 16 17% |
| SOMEWHAT LIKELY | 43 10% | 23 10% | 20 10% | 17 13% | 9 6% | 17 12% | 9 14% | 22 13% | 2 2% | 10 11% |
| SLIGHTLY LIKELY | 38 9% | 25 11% | 13 6% | 14 10% | 12 8% | 12 8% | 6 9% | 16 9% | 5 5% | 11 12% |
| NOT AT ALL LIKELY | 261 60% | 109 49% | 152 72% | 80 59% | 102 67% | 79 54% | 30 45% | 110 63% | 64 66% | 57 61% |
| Q8 - STAY OVERNIGHT IN HOTEL VERY LIKELY | 32 7% | 16 7% | 16 8% | 13 10% | 10 7% | 9 6% | 7 11% | 5 3% | 14 14% | 6 6% |
| SOMEWHAT LIKELY | 20 5% | 11 5% | 9 4% | 7 5% | 9 6% | 4 3% | 5 8% | 8 5% | 2 2% | 5 5% |
| SLIGHTLY LIKELY | 23 5% | 14 6% | 9 4% | 9 7% | 7 5% | 7 5% | 4 6% | 8 5% | 6 6% | 5 5% |
| NOT AT ALL LIKELY | 358 83% | 182 82% | 176 84% | 106 79% | 127 83% | 125 86% | 50 76% | 155 88% | 75 77% | 78 83% |
| Q9 - IMPORTANCE OF: SAFETY VERY IMPORTANT | 294 68% | 157 70% | 137 65% | 88 65% | 95 62% | 111 77% | 49 74% | 115 65% | 70 72% | 60 64% |
| SOMEWHAT IMPORTANT | 106 24% | 53 24% | 53 25% | 38 28% | 45 29% | 23 16% | 13 20% | 39 22% | 25 26% | 29 31% |
| JUST SLIGHTLY IMPORTANT | 14 3% | 7 3% | 7 3% | 4 3% | 6 4% | 4 3% | 1 2% | 11 6% | 0 0% | 2 2% |
| NOT AT ALL IMPORTANT | 19 4% | 6 3% | 13 6% | 5 4% | 7 5% | 7 5% | 3 5% | 11 6% | 2 2% | 3 3% |

| | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | | | | | | |
| VERY IMPORTANT | 302 | 157 | 145 | 90 | 106 | 106 | 46 | 128 | 71 | 57 |
| | 70% | 70% | 69% | 67% | 69% | 73% | 70% | 73% | 73% | 61% |
| SOMEWHAT IMPORTANT | 108 | 54 | 54 | 37 | 37 | 34 | 12 | 39 | 25 | 32 |
| | 25% | 24% | 26% | 27% | 24% | 23% | 18% | 22% | 26% | 34% |
| JUST SLIGHTLY IMPORTANT | 15 | 9 | 6 | 4 | 8 | 3 | 5 | 7 | 1 | 2 |
| | 3% | 4% | 3% | 3% | 5% | 2% | 8% | 4% | 1% | 2% |
| NOT AT ALL IMPORTANT | 8 | 3 | 5 | 4 | 2 | 2 | 3 | 2 | 0 | 3 |
| | 2% | 1% | 2% | 3% | 1% | 1% | 5% | 1% | 0% | 3% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | | | | | | |
| VERY IMPORTANT | 224 | 117 | 107 | 69 | 77 | 78 | 32 | 102 | 56 | 34 |
| | 52% | 52% | 51% | 51% | 50% | 54% | 48% | 58% | 58% | 36% |
| SOMEWHAT IMPORTANT | 159 | 83 | 76 | 48 | 58 | 53 | 22 | 54 | 39 | 44 |
| | 37% | 37% | 36% | 36% | 38% | 37% | 33% | 31% | 40% | 47% |
| JUST SLIGHTLY IMPORTANT | 35 | 19 | 16 | 11 | 12 | 12 | 10 | 12 | 2 | 11 |
| | 8% | 9% | 8% | 8% | 8% | 8% | 15% | 7% | 2% | 12% |
| NOT AT ALL IMPORTANT | 15 | 4 | 11 | 7 | 6 | 2 | 2 | 8 | 0 | 5 |
| | 3% | 2% | 5% | 5% | 4% | 1% | 3% | 5% | 0% | 5% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/ RESTAURANTS | | | | | | | | | | |
| VERY IMPORTANT | 218 | 117 | 101 | 67 | 76 | 75 | 30 | 86 | 52 | 50 |
| | 50% | 52% | 48% | 50% | 50% | 52% | 45% | 49% | 54% | 53% |
| SOMEWHAT IMPORTANT | 163 | 70 | 93 | 53 | 62 | 48 | 30 | 70 | 38 | 25 |
| | 38% | 31% | 44% | 39% | 41% | 33% | 45% | 40% | 39% | 27% |
| JUST SLIGHTLY IMPORTANT | 30 | 20 | 10 | 8 | 7 | 15 | 2 | 13 | 6 | 9 |
| | 7% | 9% | 5% | 6% | 5% | 10% | 3% | 7% | 6% | 10% |
| NOT AT ALL IMPORTANT | 22 | 16 | 6 | 7 | 8 | 7 | 4 | 7 | 1 | 10 |
| | 5% | 7% | 3% | 5% | 5% | 5% | 6% | 4% | 1% | 11% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION CHANNELS | | | | | | | | | | |
| VERY IMPORTANT | 170 | 84 | 86 | 50 | 59 | 61 | 30 | 60 | 45 | 35 |
| | 39% | 38% | 41% | 37% | 39% | 42% | 45% | 34% | 46% | 37% |
| SOMEWHAT IMPORTANT | 138 | 63 | 75 | 44 | 50 | 44 | 19 | 55 | 36 | 28 |
| | 32% | 28% | 36% | 33% | 33% | 30% | 29% | 31% | 37% | 30% |
| JUST SLIGHTLY IMPORTANT | 57 | 43 | 14 | 22 | 15 | 20 | 9 | 22 | 9 | 17 |
| | 13% | 19% | 7% | 16% | 10% | 14% | 14% | 13% | 9% | 18% |
| NOT AT ALL IMPORTANT | 68 | 33 | 35 | 19 | 29 | 20 | 8 | 39 | 7 | 14 |
| | 16% | 15% | 17% | 14% | 19% | 14% | 12% | 22% | 7% | 15% |

Q.14 IMPORTANCE OF FEATURES IN DECIDING TO LIVE IN WESTWOOD DISTRICT

| | TOTAL | DATE | | TIME | | | LOCATION | | | |
|----------------------------------|-------|------------|-----------|------------|----------|----------|-------------|-------------|----------------|--------------------|
| | | THURS 1-10 | SAT. 1-12 | 10AM - 1PM | 1PM- 4PM | 4PM- 7PM | LBROO K& WW | BRXTN WYBRN | SW WW/LE CONTE | GYLEY & KIN - ROSS |
| BASE - LIVE IN WESTWOOD DISTRICT | 99 | 56 | 43 | 35 | 25 | 39 | 14 | 35 | 28 | 22 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| VERY IMPORTANT | 41 | 19 | 22 | 17 | 11 | 13 | 4 | 13 | 15 | 9 |
| | 41% | 34% | 51% | 49% | 44% | 33% | 29% | 37% | 54% | 41% |
| SOMEWHAT IMPORTANT | 26 | 16 | 10 | 10 | 11 | 5 | 6 | 6 | 8 | 6 |
| | 26% | 29% | 23% | 29% | 44% | 13% | 43% | 17% | 29% | 27% |
| JUST SLIGHTLY IMPORTANT | 16 | 10 | 6 | 7 | 1 | 8 | 2 | 10 | 1 | 3 |
| | 16% | 18% | 14% | 20% | 4% | 21% | 14% | 29% | 4% | 14% |
| NOT AT ALL IMPORTANT | 7 | 6 | 1 | 1 | 1 | 5 | 1 | 2 | 1 | 3 |
| | 7% | 11% | 2% | 3% | 4% | 13% | 7% | 6% | 4% | 14% |
| DON'T KNOW/NO ANSWER | 9 | 5 | 4 | 0 | 1 | 8 | 1 | 4 | 3 | 1 |
| | 9% | 9% | 9% | 0% | 4% | 21% | 7% | 11% | 11% | 5% |

Q1 STROLL OR WALK AROUND OR SIMPLY WAIT TO MAKE A TRANSIT CONNECTION

| | TOTAL | QUESTION 1 | | | |
|--|-------------|-------------|--------------|----------------|-------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 100% | 271 100% | 76 100% | 41 100% | 45 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 271 100% | 0 0% | 0 0% | 0 0% |
| SOMEWHAT LIKELY | 76 18% | 0 0% | 76 100% | 0 0% | 0 0% |
| SLIGHTLY LIKELY | 41 9% | 0 0% | 0 0% | 41 100% | 0 0% |
| NOT AT ALL LIKELY | 45 10% | 0 0% | 0 0% | 0 0% | 45 100% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 69% | 216 80% | 37 49% | 22 54% | 25 56% |
| SOMEWHAT LIKELY | 85 20% | 36 13% | 29 38% | 8 20% | 12 27% |
| SLIGHTLY LIKELY | 34 8% | 13 5% | 6 8% | 10 24% | 5 11% |
| NOT AT ALL LIKELY | 14 3% | 6 2% | 4 5% | 1 2% | 3 7% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 41% | 135 50% | 20 26% | 10 24% | 11 24% |
| SOMEWHAT LIKELY | 108 25% | 70 26% | 21 28% | 10 24% | 7 16% |
| SLIGHTLY LIKELY | 67 15% | 26 10% | 20 26% | 16 39% | 5 11% |
| NOT AT ALL LIKELY | 82 19% | 40 15% | 15 20% | 5 12% | 22 49% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 35% | 112 41% | 15 20% | 9 22% | 14 31% |
| SOMEWHAT LIKELY | 117 27% | 65 24% | 27 36% | 12 29% | 13 29% |
| SLIGHTLY LIKELY | 69 16% | 30 11% | 17 22% | 17 41% | 5 11% |
| NOT AT ALL LIKELY | 97 22% | 64 24% | 17 22% | 3 7% | 13 29% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 40% | 130 48% | 25 33% | 13 32% | 7 16% |
| SOMEWHAT LIKELY | 88 20% | 59 22% | 14 18% | 4 10% | 11 24% |
| SLIGHTLY LIKELY | 52 12% | 19 7% | 19 25% | 11 27% | 3 7% |
| NOT AT ALL LIKELY | 118 27% | 63 23% | 18 24% | 13 32% | 24 53% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 28% | 74 27% | 18 24% | 11 27% | 18 40% |
| SOMEWHAT LIKELY | 38 9% | 22 8% | 7 9% | 6 15% | 3 7% |
| SLIGHTLY LIKELY | 39 9% | 24 8% | 9 11% | 4 11% | 2 5% |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| | 9% | 9% | 12% | 10% | 4% |
| NOT AT ALL LIKELY | 235 | 151 | 42 | 20 | 22 |
| | 54% | 56% | 55% | 49% | 49% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 62 | 15 | 9 | 5 |
| | 21% | 23% | 20% | 22% | 11% |
| SOMEWHAT LIKELY | 43 | 27 | 7 | 5 | 4 |
| | 10% | 10% | 9% | 12% | 9% |
| SLIGHTLY LIKELY | 38 | 20 | 8 | 7 | 3 |
| | 9% | 7% | 11% | 17% | 7% |
| NOT AT ALL LIKELY | 261 | 162 | 46 | 20 | 33 |
| | 60% | 60% | 61% | 49% | 73% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 27 | 3 | 2 | 0 |
| | 7% | 10% | 4% | 5% | 0% |
| SOMEWHAT LIKELY | 20 | 9 | 5 | 4 | 2 |
| | 5% | 3% | 7% | 10% | 4% |
| SLIGHTLY LIKELY | 23 | 12 | 7 | 3 | 1 |
| | 5% | 4% | 9% | 7% | 2% |
| NOT AT ALL LIKELY | 358 | 223 | 61 | 32 | 42 |
| | 83% | 82% | 80% | 78% | 93% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 192 | 42 | 30 | 30 |
| | 68% | 71% | 55% | 73% | 67% |
| SOMEWHAT IMPORTANT | 106 | 66 | 26 | 7 | 7 |
| | 24% | 24% | 34% | 17% | 16% |
| JUST SLIGHTLY IMPORTANT | 14 | 4 | 6 | 1 | 3 |
| | 3% | 1% | 8% | 2% | 7% |
| NOT AT ALL IMPORTANT | 19 | 9 | 2 | 3 | 5 |
| | 4% | 3% | 3% | 7% | 11% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 190 | 48 | 27 | 37 |
| | 70% | 70% | 63% | 66% | 82% |
| SOMEWHAT IMPORTANT | 108 | 73 | 24 | 9 | 2 |
| | 25% | 27% | 32% | 22% | 4% |
| JUST SLIGHTLY IMPORTANT | 15 | 4 | 2 | 4 | 5 |
| | 3% | 1% | 3% | 10% | 11% |
| NOT AT ALL IMPORTANT | 8 | 4 | 2 | 1 | 1 |
| | 2% | 1% | 3% | 2% | 2% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 144 | 34 | 20 | 26 |
| | 52% | 53% | 45% | 49% | 58% |
| SOMEWHAT IMPORTANT | 159 | 106 | 32 | 11 | 10 |
| | 37% | 39% | 42% | 27% | 22% |
| JUST SLIGHTLY IMPORTANT | 35 | 14 | 6 | 8 | 7 |
| | 8% | 5% | 8% | 20% | 16% |
| NOT AT ALL IMPORTANT | 15 | 7 | 4 | 2 | 2 |
| | 3% | 3% | 5% | 5% | 4% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 142 | 30 | 22 | 24 |
| | 50% | 52% | 39% | 54% | 53% |
| SOMEWHAT IMPORTANT | 163 | 107 | 32 | 11 | 13 |
| | 38% | 39% | 42% | 27% | 29% |
| JUST SLIGHTLY IMPORTANT | 30 | 14 | 6 | 6 | 4 |
| | 7% | 5% | 8% | 15% | 9% |
| NOT AT ALL IMPORTANT | 22 | 8 | 8 | 2 | 4 |
| | 5% | 3% | 11% | 5% | 9% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |

| | | | | | |
|-------------------------|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 170 | 111 | 22 | 22 | 15 |
| | 39% | 41% | 29% | 54% | 33% |
| SOMEWHAT IMPORTANT | 138 | 88 | 29 | 5 | 16 |
| | 32% | 32% | 38% | 12% | 36% |
| JUST SLIGHTLY IMPORTANT | 57 | 37 | 11 | 6 | 3 |
| | 13% | 14% | 14% | 15% | 7% |
| NOT AT ALL IMPORTANT | 68 | 35 | 14 | 8 | 11 |
| | 16% | 13% | 18% | 20% | 24% |

Q2. EAT OR DRINK AT A RESTAURANT, CAFE OR BAR

| | TOTAL | QUESTION 2 | | | |
|--|-------|-------------|--------------|----------------|-------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 | 300 | 85 | 34 | 14 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 216 | 36 | 13 | 6 |
| | 63% | 72% | 42% | 38% | 43% |
| SOMEWHAT LIKELY | 76 | 37 | 29 | 6 | 4 |
| | 18% | 12% | 34% | 18% | 29% |
| SLIGHTLY LIKELY | 41 | 22 | 8 | 10 | 1 |
| | 9% | 7% | 9% | 29% | 7% |
| NOT AT ALL LIKELY | 45 | 25 | 12 | 5 | 3 |
| | 10% | 8% | 14% | 15% | 21% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 300 | 0 | 0 | 0 |
| | 69% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 85 | 0 | 85 | 0 | 0 |
| | 20% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 34 | 0 | 0 | 34 | 0 |
| | 8% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 14 | 0 | 0 | 0 | 14 |
| | 3% | 0% | 0% | 0% | 100% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 153 | 16 | 6 | 1 |
| | 41% | 51% | 19% | 18% | 7% |
| SOMEWHAT LIKELY | 108 | 82 | 19 | 4 | 3 |
| | 25% | 27% | 22% | 12% | 21% |
| SLIGHTLY LIKELY | 67 | 32 | 23 | 12 | 0 |
| | 15% | 11% | 27% | 35% | 0% |
| NOT AT ALL LIKELY | 82 | 33 | 27 | 12 | 10 |
| | 19% | 11% | 32% | 35% | 71% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 135 | 10 | 4 | 1 |
| | 35% | 45% | 12% | 12% | 7% |
| SOMEWHAT LIKELY | 117 | 74 | 32 | 7 | 4 |
| | 27% | 25% | 38% | 21% | 29% |
| SLIGHTLY LIKELY | 69 | 31 | 22 | 15 | 1 |
| | 16% | 10% | 26% | 44% | 7% |
| NOT AT ALL LIKELY | 97 | 60 | 21 | 8 | 8 |
| | 22% | 20% | 25% | 24% | 57% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 145 | 18 | 9 | 3 |
| | 40% | 48% | 21% | 26% | 21% |
| SOMEWHAT LIKELY | 88 | 55 | 22 | 8 | 3 |
| | 20% | 18% | 26% | 24% | 21% |
| SLIGHTLY LIKELY | 52 | 24 | 19 | 7 | 2 |

| | | | | | |
|---|-----|-----|-----|-----|------|
| | 12% | 8% | 22% | 21% | 14% |
| NOT AT ALL LIKELY | 118 | 76 | 26 | 10 | 6 |
| | 27% | 25% | 31% | 29% | 43% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 104 | 11 | 5 | 1 |
| | 28% | 35% | 13% | 15% | 7% |
| SOMEWHAT LIKELY | 38 | 23 | 10 | 3 | 2 |
| | 9% | 8% | 12% | 9% | 14% |
| SLIGHTLY LIKELY | 39 | 20 | 13 | 5 | 1 |
| | 9% | 7% | 15% | 15% | 7% |
| NOT AT ALL LIKELY | 235 | 153 | 51 | 21 | 10 |
| | 54% | 51% | 60% | 62% | 71% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 69 | 14 | 6 | 2 |
| | 21% | 23% | 16% | 18% | 14% |
| SOMEWHAT LIKELY | 43 | 33 | 6 | 2 | 2 |
| | 10% | 11% | 7% | 6% | 14% |
| SLIGHTLY LIKELY | 38 | 21 | 13 | 4 | 0 |
| | 9% | 7% | 15% | 12% | 0% |
| NOT AT ALL LIKELY | 261 | 177 | 52 | 22 | 10 |
| | 60% | 59% | 61% | 65% | 71% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 26 | 3 | 3 | 0 |
| | 7% | 9% | 4% | 9% | 0% |
| SOMEWHAT LIKELY | 20 | 17 | 3 | 0 | 0 |
| | 5% | 6% | 4% | 0% | 0% |
| SLIGHTLY LIKELY | 23 | 15 | 5 | 3 | 0 |
| | 5% | 5% | 6% | 9% | 0% |
| NOT AT ALL LIKELY | 358 | 242 | 74 | 28 | 14 |
| | 83% | 81% | 87% | 82% | 100% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 216 | 40 | 25 | 13 |
| | 68% | 72% | 47% | 74% | 93% |
| SOMEWHAT IMPORTANT | 106 | 67 | 33 | 5 | 1 |
| | 24% | 22% | 39% | 15% | 7% |
| JUST SLIGHTLY IMPORTANT | 14 | 7 | 6 | 1 | 0 |
| | 3% | 2% | 7% | 3% | 0% |
| NOT AT ALL IMPORTANT | 19 | 10 | 6 | 3 | 0 |
| | 4% | 3% | 7% | 9% | 0% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 217 | 50 | 26 | 9 |
| | 70% | 72% | 59% | 76% | 64% |
| SOMEWHAT IMPORTANT | 108 | 74 | 25 | 4 | 5 |
| | 25% | 25% | 29% | 12% | 36% |
| JUST SLIGHTLY IMPORTANT | 15 | 4 | 9 | 2 | 0 |
| | 3% | 1% | 11% | 6% | 0% |
| NOT AT ALL IMPORTANT | 8 | 5 | 1 | 2 | 0 |
| | 2% | 2% | 1% | 6% | 0% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 163 | 27 | 22 | 12 |
| | 52% | 54% | 32% | 65% | 86% |
| SOMEWHAT IMPORTANT | 159 | 111 | 39 | 7 | 2 |
| | 37% | 37% | 46% | 21% | 14% |
| JUST SLIGHTLY IMPORTANT | 35 | 17 | 15 | 3 | 0 |
| | 8% | 6% | 18% | 9% | 0% |
| NOT AT ALL IMPORTANT | 15 | 9 | 4 | 2 | 0 |
| | 3% | 3% | 5% | 6% | 0% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 218 | 162 | 28 | 18 | 10 |
| | 50% | 54% | 33% | 53% | 71% |
| SOMEWHAT IMPORTANT | 163 | 115 | 36 | 9 | 3 |
| | 38% | 38% | 42% | 26% | 21% |
| JUST SLIGHTLY IMPORTANT | 30 | 11 | 13 | 6 | 0 |
| | 7% | 4% | 15% | 18% | 0% |
| NOT AT ALL IMPORTANT | 22 | 12 | 8 | 1 | 1 |
| | 5% | 4% | 9% | 3% | 7% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 116 | 25 | 19 | 10 |
| | 39% | 39% | 29% | 56% | 71% |
| SOMEWHAT IMPORTANT | 138 | 100 | 27 | 9 | 2 |
| | 32% | 33% | 32% | 26% | 14% |
| JUST SLIGHTLY IMPORTANT | 57 | 40 | 14 | 3 | 0 |
| | 13% | 13% | 16% | 9% | 0% |
| NOT AT ALL IMPORTANT | 68 | 44 | 19 | 3 | 2 |
| | 16% | 15% | 22% | 9% | 14% |

Q3. SHOP

| | TOTAL | QUESTION 3 | | | |
|--|-------|-------------|--------------|-----------------|-------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLIGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 | 176 | 108 | 67 | 82 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 135 | 70 | 26 | 40 |
| | 63% | 77% | 65% | 39% | 49% |
| SOMEWHAT LIKELY | 76 | 20 | 21 | 20 | 15 |
| | 18% | 11% | 19% | 30% | 18% |
| SLIGHTLY LIKELY | 41 | 10 | 10 | 16 | 5 |
| | 9% | 6% | 9% | 24% | 6% |
| NOT AT ALL LIKELY | 45 | 11 | 7 | 5 | 22 |
| | 10% | 6% | 6% | 7% | 27% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 153 | 82 | 32 | 33 |
| | 69% | 87% | 76% | 48% | 40% |
| SOMEWHAT LIKELY | 85 | 16 | 19 | 23 | 27 |
| | 20% | 9% | 18% | 34% | 33% |
| SLIGHTLY LIKELY | 34 | 6 | 4 | 12 | 12 |
| | 8% | 3% | 4% | 18% | 15% |
| NOT AT ALL LIKELY | 14 | 1 | 3 | 0 | 10 |
| | 3% | 1% | 3% | 0% | 12% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 176 | 0 | 0 | 0 |
| | 41% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 108 | 0 | 108 | 0 | 0 |
| | 25% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 67 | 0 | 0 | 67 | 0 |
| | 15% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 82 | 0 | 0 | 0 | 82 |
| | 19% | 0% | 0% | 0% | 100% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 93 | 34 | 13 | 10 |
| | 35% | 53% | 31% | 19% | 12% |
| SOMEWHAT LIKELY | 117 | 38 | 37 | 21 | 21 |
| | 27% | 22% | 34% | 31% | 26% |
| SLIGHTLY LIKELY | 69 | 16 | 18 | 23 | 12 |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| | 16% | 9% | 17% | 34% | 15% |
| NOT AT ALL LIKELY | 97 | 29 | 19 | 10 | 39 |
| | 22% | 16% | 18% | 15% | 48% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 97 | 30 | 21 | 27 |
| | 40% | 55% | 28% | 31% | 33% |
| SOMEWHAT LIKELY | 88 | 35 | 24 | 12 | 17 |
| | 20% | 20% | 22% | 18% | 21% |
| SLIGHTLY LIKELY | 52 | 11 | 15 | 16 | 10 |
| | 12% | 6% | 14% | 24% | 12% |
| NOT AT ALL LIKELY | 118 | 33 | 39 | 18 | 28 |
| | 27% | 19% | 36% | 27% | 34% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 48 | 35 | 19 | 19 |
| | 28% | 27% | 32% | 28% | 23% |
| SOMEWHAT LIKELY | 38 | 17 | 8 | 8 | 5 |
| | 9% | 10% | 7% | 12% | 6% |
| SLIGHTLY LIKELY | 39 | 11 | 8 | 12 | 8 |
| | 9% | 6% | 7% | 18% | 10% |
| NOT AT ALL LIKELY | 235 | 100 | 57 | 28 | 50 |
| | 54% | 57% | 53% | 42% | 61% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 40 | 21 | 12 | 18 |
| | 21% | 23% | 19% | 18% | 22% |
| SOMEWHAT LIKELY | 43 | 19 | 13 | 9 | 2 |
| | 10% | 11% | 12% | 13% | 2% |
| SLIGHTLY LIKELY | 38 | 13 | 8 | 12 | 5 |
| | 9% | 7% | 7% | 18% | 6% |
| NOT AT ALL LIKELY | 261 | 104 | 66 | 34 | 57 |
| | 60% | 59% | 61% | 51% | 70% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 21 | 5 | 3 | 3 |
| | 7% | 12% | 5% | 4% | 4% |
| SOMEWHAT LIKELY | 20 | 8 | 6 | 6 | 0 |
| | 5% | 5% | 6% | 9% | 0% |
| SLIGHTLY LIKELY | 23 | 11 | 6 | 5 | 1 |
| | 5% | 6% | 6% | 7% | 1% |
| NOT AT ALL LIKELY | 358 | 136 | 91 | 53 | 78 |
| | 83% | 77% | 84% | 79% | 95% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 131 | 73 | 34 | 56 |
| | 68% | 74% | 68% | 51% | 68% |
| SOMEWHAT IMPORTANT | 106 | 37 | 30 | 24 | 15 |
| | 24% | 21% | 28% | 36% | 18% |
| JUST SLIGHTLY IMPORTANT | 14 | 1 | 2 | 6 | 5 |
| | 3% | 1% | 2% | 9% | 6% |
| NOT AT ALL IMPORTANT | 19 | 7 | 3 | 3 | 6 |
| | 4% | 4% | 3% | 4% | 7% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 133 | 72 | 41 | 56 |
| | 70% | 76% | 67% | 61% | 68% |
| SOMEWHAT IMPORTANT | 108 | 39 | 31 | 19 | 19 |
| | 25% | 22% | 29% | 28% | 23% |
| JUST SLIGHTLY IMPORTANT | 15 | 1 | 4 | 5 | 5 |
| | 3% | 1% | 4% | 7% | 6% |
| NOT AT ALL IMPORTANT | 8 | 3 | 1 | 2 | 2 |
| | 2% | 2% | 1% | 3% | 2% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 224 | 100 | 51 | 30 | 43 |
| | 52% | 57% | 47% | 45% | 52% |
| SOMEWHAT IMPORTANT | 159 | 63 | 50 | 22 | 24 |
| | 37% | 36% | 46% | 33% | 29% |
| JUST SLIGHTLY IMPORTANT | 35 | 6 | 5 | 12 | 12 |
| | 8% | 3% | 5% | 18% | 15% |
| NOT AT ALL IMPORTANT | 15 | 7 | 2 | 3 | 3 |
| | 3% | 4% | 2% | 4% | 4% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 100 | 50 | 25 | 43 |
| | 50% | 57% | 46% | 37% | 52% |
| SOMEWHAT IMPORTANT | 163 | 64 | 45 | 32 | 22 |
| | 38% | 36% | 42% | 48% | 27% |
| JUST SLIGHTLY IMPORTANT | 30 | 4 | 11 | 7 | 8 |
| | 7% | 2% | 10% | 10% | 10% |
| NOT AT ALL IMPORTANT | 22 | 8 | 2 | 3 | 9 |
| | 5% | 5% | 2% | 4% | 11% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 80 | 32 | 23 | 35 |
| | 39% | 45% | 30% | 34% | 43% |
| SOMEWHAT IMPORTANT | 138 | 62 | 39 | 15 | 22 |
| | 32% | 35% | 36% | 22% | 27% |
| JUST SLIGHTLY IMPORTANT | 57 | 11 | 22 | 18 | 6 |
| | 13% | 6% | 20% | 27% | 7% |
| NOT AT ALL IMPORTANT | 68 | 23 | 15 | 11 | 19 |
| | 16% | 13% | 14% | 16% | 23% |

Q4. ATTEND A MOVIE, LIVE THEATER, LIVE MUSIC EVENT OR VISIT A MUSEUM

| | TOTAL | QUESTION 4 | | | |
|---|-------|-------------|--------------|----------------|-------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 | 150 | 117 | 69 | 97 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 112 | 65 | 30 | 64 |
| | 63% | 75% | 56% | 43% | 66% |
| SOMEWHAT LIKELY | 76 | 15 | 27 | 17 | 17 |
| | 18% | 10% | 23% | 25% | 18% |
| SLIGHTLY LIKELY | 41 | 9 | 12 | 17 | 3 |
| | 9% | 6% | 10% | 25% | 3% |
| NOT AT ALL LIKELY | 45 | 14 | 13 | 5 | 13 |
| | 10% | 9% | 11% | 7% | 13% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 135 | 74 | 31 | 60 |
| | 69% | 90% | 63% | 45% | 62% |
| SOMEWHAT LIKELY | 85 | 10 | 32 | 22 | 21 |
| | 20% | 7% | 27% | 32% | 22% |
| SLIGHTLY LIKELY | 34 | 4 | 7 | 15 | 8 |
| | 8% | 3% | 6% | 22% | 8% |
| NOT AT ALL LIKELY | 14 | 1 | 4 | 1 | 8 |
| | 3% | 1% | 3% | 1% | 8% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 93 | 38 | 16 | 29 |
| | 41% | 62% | 32% | 23% | 30% |
| SOMEWHAT LIKELY | 108 | 34 | 37 | 18 | 19 |
| | 25% | 23% | 32% | 26% | 20% |
| SLIGHTLY LIKELY | 67 | 13 | 21 | 23 | 10 |

| | | | | | |
|--|-----|------|------|------|------|
| | 15% | 9% | 18% | 33% | 10% |
| NOT AT ALL LIKELY | 82 | 10 | 21 | 12 | 39 |
| | 19% | 7% | 18% | 17% | 40% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 150 | 0 | 0 | 0 |
| | 35% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 117 | 0 | 117 | 0 | 0 |
| | 27% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 69 | 0 | 0 | 69 | 0 |
| | 16% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 97 | 0 | 0 | 0 | 97 |
| | 22% | 0% | 0% | 0% | 100% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 80 | 36 | 16 | 43 |
| | 40% | 53% | 31% | 23% | 44% |
| SOMEWHAT LIKELY | 88 | 25 | 37 | 13 | 13 |
| | 20% | 17% | 32% | 19% | 13% |
| SLIGHTLY LIKELY | 52 | 9 | 17 | 18 | 8 |
| | 12% | 6% | 15% | 26% | 8% |
| NOT AT ALL LIKELY | 118 | 36 | 27 | 22 | 33 |
| | 27% | 24% | 23% | 32% | 34% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 51 | 30 | 13 | 27 |
| | 28% | 34% | 26% | 19% | 28% |
| SOMEWHAT LIKELY | 38 | 9 | 17 | 8 | 4 |
| | 9% | 6% | 15% | 12% | 4% |
| SLIGHTLY LIKELY | 39 | 10 | 17 | 10 | 2 |
| | 9% | 7% | 15% | 14% | 2% |
| NOT AT ALL LIKELY | 235 | 80 | 53 | 38 | 64 |
| | 54% | 53% | 45% | 55% | 66% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 35 | 24 | 15 | 17 |
| | 21% | 23% | 21% | 22% | 18% |
| SOMEWHAT LIKELY | 43 | 13 | 21 | 8 | 1 |
| | 10% | 9% | 18% | 12% | 1% |
| SLIGHTLY LIKELY | 38 | 17 | 11 | 8 | 2 |
| | 9% | 11% | 9% | 12% | 2% |
| NOT AT ALL LIKELY | 261 | 85 | 61 | 38 | 77 |
| | 60% | 57% | 52% | 55% | 79% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 18 | 7 | 3 | 4 |
| | 7% | 12% | 6% | 4% | 4% |
| SOMEWHAT LIKELY | 20 | 8 | 9 | 3 | 0 |
| | 5% | 5% | 8% | 4% | 0% |
| SLIGHTLY LIKELY | 23 | 9 | 7 | 6 | 1 |
| | 5% | 6% | 6% | 9% | 1% |
| NOT AT ALL LIKELY | 358 | 115 | 94 | 57 | 92 |
| | 83% | 77% | 80% | 83% | 95% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 107 | 72 | 46 | 69 |
| | 68% | 71% | 62% | 67% | 71% |
| SOMEWHAT IMPORTANT | 106 | 29 | 37 | 20 | 20 |
| | 24% | 19% | 32% | 29% | 21% |
| JUST SLIGHTLY IMPORTANT | 14 | 5 | 4 | 1 | 4 |
| | 3% | 3% | 3% | 1% | 4% |
| NOT AT ALL IMPORTANT | 19 | 9 | 4 | 2 | 4 |
| | 4% | 6% | 3% | 3% | 4% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 302 | 118 | 73 | 44 | 67 |
| | 70% | 79% | 62% | 64% | 69% |
| SOMEWHAT IMPORTANT | 108 | 29 | 36 | 18 | 25 |
| | 25% | 19% | 31% | 26% | 26% |
| JUST SLIGHTLY IMPORTANT | 15 | 2 | 4 | 5 | 4 |
| | 3% | 1% | 3% | 7% | 4% |
| NOT AT ALL IMPORTANT | 8 | 1 | 4 | 2 | 1 |
| | 2% | 1% | 3% | 3% | 1% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 95 | 49 | 28 | 52 |
| | 52% | 63% | 42% | 41% | 54% |
| SOMEWHAT IMPORTANT | 159 | 48 | 53 | 26 | 32 |
| | 37% | 32% | 45% | 38% | 33% |
| JUST SLIGHTLY IMPORTANT | 35 | 4 | 13 | 10 | 8 |
| | 8% | 3% | 11% | 14% | 8% |
| NOT AT ALL IMPORTANT | 15 | 3 | 2 | 5 | 5 |
| | 3% | 2% | 2% | 7% | 5% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 87 | 57 | 25 | 49 |
| | 50% | 58% | 49% | 36% | 51% |
| SOMEWHAT IMPORTANT | 163 | 54 | 47 | 29 | 33 |
| | 38% | 36% | 40% | 42% | 34% |
| JUST SLIGHTLY IMPORTANT | 30 | 6 | 5 | 11 | 8 |
| | 7% | 4% | 4% | 16% | 8% |
| NOT AT ALL IMPORTANT | 22 | 3 | 8 | 4 | 7 |
| | 5% | 2% | 7% | 6% | 7% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 70 | 38 | 26 | 36 |
| | 39% | 47% | 32% | 38% | 37% |
| SOMEWHAT IMPORTANT | 138 | 47 | 44 | 13 | 34 |
| | 32% | 31% | 38% | 19% | 35% |
| JUST SLIGHTLY IMPORTANT | 57 | 15 | 19 | 16 | 7 |
| | 13% | 10% | 16% | 23% | 7% |
| NOT AT ALL IMPORTANT | 68 | 18 | 16 | 14 | 20 |
| | 16% | 12% | 14% | 20% | 21% |

Q5. CONDUCT PERSONAL BUSINESS LIKE A VISIT A BANK, BEAUTY, SALON, TAILOR, DRY CLEANER, DENTIST, EYE DOCTOR

| | TOTAL | QUESTION 5 | | | |
|---|-------|----------------|-----------------|--------------------|-------------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLIGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 | 175 | 88 | 52 | 118 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 130 | 59 | 19 | 63 |
| | 63% | 74% | 67% | 37% | 53% |
| SOMEWHAT LIKELY | 76 | 25 | 14 | 19 | 18 |
| | 18% | 14% | 16% | 37% | 15% |
| SLIGHTLY LIKELY | 41 | 13 | 4 | 11 | 13 |
| | 9% | 7% | 5% | 21% | 11% |
| NOT AT ALL LIKELY | 45 | 7 | 11 | 3 | 24 |
| | 10% | 4% | 13% | 6% | 20% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 145 | 55 | 24 | 76 |
| | 69% | 83% | 63% | 46% | 64% |
| SOMEWHAT LIKELY | 85 | 18 | 22 | 19 | 26 |
| | 20% | 10% | 25% | 37% | 22% |
| SLIGHTLY LIKELY | 34 | 9 | 8 | 7 | 10 |

| | | | | | |
|--|-----|------|------|------|------|
| | 8% | 5% | 9% | 13% | 8% |
| NOT AT ALL LIKELY | 14 | 3 | 3 | 2 | 6 |
| | 3% | 2% | 3% | 4% | 5% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 97 | 35 | 11 | 33 |
| | 41% | 55% | 40% | 21% | 28% |
| SOMEWHAT LIKELY | 108 | 30 | 24 | 15 | 39 |
| | 25% | 17% | 27% | 29% | 33% |
| SLIGHTLY LIKELY | 67 | 21 | 12 | 16 | 18 |
| | 15% | 12% | 14% | 31% | 15% |
| NOT AT ALL LIKELY | 82 | 27 | 17 | 10 | 28 |
| | 19% | 15% | 19% | 19% | 24% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 80 | 25 | 9 | 36 |
| | 35% | 46% | 28% | 17% | 31% |
| SOMEWHAT LIKELY | 117 | 36 | 37 | 17 | 27 |
| | 27% | 21% | 42% | 33% | 23% |
| SLIGHTLY LIKELY | 69 | 16 | 13 | 18 | 22 |
| | 16% | 9% | 15% | 35% | 19% |
| NOT AT ALL LIKELY | 97 | 43 | 13 | 8 | 33 |
| | 22% | 25% | 15% | 15% | 28% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 175 | 0 | 0 | 0 |
| | 40% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 88 | 0 | 88 | 0 | 0 |
| | 20% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 52 | 0 | 0 | 52 | 0 |
| | 12% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 118 | 0 | 0 | 0 | 118 |
| | 27% | 0% | 0% | 0% | 100% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 54 | 26 | 10 | 31 |
| | 28% | 31% | 30% | 19% | 26% |
| SOMEWHAT LIKELY | 38 | 14 | 10 | 7 | 7 |
| | 9% | 8% | 11% | 13% | 6% |
| SLIGHTLY LIKELY | 39 | 13 | 9 | 8 | 9 |
| | 9% | 7% | 10% | 15% | 8% |
| NOT AT ALL LIKELY | 235 | 94 | 43 | 27 | 71 |
| | 54% | 54% | 49% | 52% | 60% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 52 | 18 | 7 | 14 |
| | 21% | 30% | 20% | 13% | 12% |
| SOMEWHAT LIKELY | 43 | 16 | 10 | 8 | 9 |
| | 10% | 9% | 11% | 15% | 8% |
| SLIGHTLY LIKELY | 38 | 12 | 12 | 7 | 7 |
| | 9% | 7% | 14% | 13% | 6% |
| NOT AT ALL LIKELY | 261 | 95 | 48 | 30 | 88 |
| | 60% | 54% | 55% | 58% | 75% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 20 | 6 | 2 | 4 |
| | 7% | 11% | 7% | 4% | 3% |
| SOMEWHAT LIKELY | 20 | 8 | 5 | 2 | 5 |
| | 5% | 5% | 6% | 4% | 4% |
| SLIGHTLY LIKELY | 23 | 10 | 4 | 5 | 4 |
| | 5% | 6% | 5% | 10% | 3% |
| NOT AT ALL LIKELY | 358 | 137 | 73 | 43 | 105 |
| | 83% | 78% | 83% | 83% | 89% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 294 | 127 | 63 | 29 | 75 |
| | 68% | 73% | 72% | 56% | 64% |
| SOMEWHAT IMPORTANT | 106 | 39 | 21 | 18 | 28 |
| | 24% | 22% | 24% | 35% | 24% |
| JUST SLIGHTLY IMPORTANT | 14 | 3 | 2 | 2 | 7 |
| | 3% | 2% | 2% | 4% | 6% |
| NOT AT ALL IMPORTANT | 19 | 6 | 2 | 3 | 8 |
| | 4% | 3% | 2% | 6% | 7% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 126 | 63 | 35 | 78 |
| | 70% | 72% | 72% | 67% | 66% |
| SOMEWHAT IMPORTANT | 108 | 45 | 20 | 15 | 28 |
| | 25% | 26% | 23% | 29% | 24% |
| JUST SLIGHTLY IMPORTANT | 15 | 2 | 3 | 2 | 8 |
| | 3% | 1% | 3% | 4% | 7% |
| NOT AT ALL IMPORTANT | 8 | 2 | 2 | 0 | 4 |
| | 2% | 1% | 2% | 0% | 3% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 99 | 36 | 24 | 65 |
| | 52% | 57% | 41% | 46% | 55% |
| SOMEWHAT IMPORTANT | 159 | 62 | 43 | 20 | 34 |
| | 37% | 35% | 49% | 38% | 29% |
| JUST SLIGHTLY IMPORTANT | 35 | 9 | 6 | 6 | 14 |
| | 8% | 5% | 7% | 12% | 12% |
| NOT AT ALL IMPORTANT | 15 | 5 | 3 | 2 | 5 |
| | 3% | 3% | 3% | 4% | 4% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 100 | 39 | 23 | 56 |
| | 50% | 57% | 44% | 44% | 47% |
| SOMEWHAT IMPORTANT | 163 | 61 | 38 | 19 | 45 |
| | 38% | 35% | 43% | 37% | 38% |
| JUST SLIGHTLY IMPORTANT | 30 | 9 | 4 | 6 | 11 |
| | 7% | 5% | 5% | 12% | 9% |
| NOT AT ALL IMPORTANT | 22 | 5 | 7 | 4 | 6 |
| | 5% | 3% | 8% | 8% | 5% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 82 | 32 | 16 | 40 |
| | 39% | 47% | 36% | 31% | 34% |
| SOMEWHAT IMPORTANT | 138 | 53 | 29 | 24 | 32 |
| | 32% | 30% | 33% | 46% | 27% |
| JUST SLIGHTLY IMPORTANT | 57 | 22 | 15 | 7 | 13 |
| | 13% | 13% | 17% | 13% | 11% |
| NOT AT ALL IMPORTANT | 68 | 18 | 12 | 5 | 33 |
| | 16% | 10% | 14% | 10% | 28% |

Q6. PAY TO PARK YOUR CAR IN THE DISTRICT

| | | QUESTION 6 | | | |
|------------------------------------|-------------|----------------|-----------------|--------------------|-------------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLIGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 100% | 121 100% | 38 100% | 39 100% | 235 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 74 61% | 22 58% | 24 62% | 151 64% |
| SOMEWHAT LIKELY | 76 18% | 18 15% | 7 18% | 9 23% | 42 18% |
| SLIGHTLY LIKELY | 41 16% | 11 10% | 6 14% | 4 10% | 20 28% |

| | | | | | |
|--|-----|------|------|------|------|
| | 9% | 9% | 16% | 10% | 9% |
| NOT AT ALL LIKELY | 45 | 18 | 3 | 2 | 22 |
| | 10% | 15% | 8% | 5% | 9% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 104 | 23 | 20 | 153 |
| | 69% | 86% | 61% | 51% | 65% |
| SOMEWHAT LIKELY | 85 | 11 | 10 | 13 | 51 |
| | 20% | 9% | 26% | 33% | 22% |
| SLIGHTLY LIKELY | 34 | 5 | 3 | 5 | 21 |
| | 8% | 4% | 8% | 13% | 9% |
| NOT AT ALL LIKELY | 14 | 1 | 2 | 1 | 10 |
| | 3% | 1% | 5% | 3% | 4% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 48 | 17 | 11 | 100 |
| | 41% | 40% | 45% | 28% | 43% |
| SOMEWHAT LIKELY | 108 | 35 | 8 | 8 | 57 |
| | 25% | 29% | 21% | 21% | 24% |
| SLIGHTLY LIKELY | 67 | 19 | 8 | 12 | 28 |
| | 15% | 16% | 21% | 31% | 12% |
| NOT AT ALL LIKELY | 82 | 19 | 5 | 8 | 50 |
| | 19% | 16% | 13% | 21% | 21% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 51 | 9 | 10 | 80 |
| | 35% | 42% | 24% | 26% | 34% |
| SOMEWHAT LIKELY | 117 | 30 | 17 | 17 | 53 |
| | 27% | 25% | 45% | 44% | 23% |
| SLIGHTLY LIKELY | 69 | 13 | 8 | 10 | 38 |
| | 16% | 11% | 21% | 26% | 16% |
| NOT AT ALL LIKELY | 97 | 27 | 4 | 2 | 64 |
| | 22% | 22% | 11% | 5% | 27% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 54 | 14 | 13 | 94 |
| | 40% | 45% | 37% | 33% | 40% |
| SOMEWHAT LIKELY | 88 | 26 | 10 | 9 | 43 |
| | 20% | 21% | 26% | 23% | 18% |
| SLIGHTLY LIKELY | 52 | 10 | 7 | 8 | 27 |
| | 12% | 8% | 18% | 21% | 11% |
| NOT AT ALL LIKELY | 118 | 31 | 7 | 9 | 71 |
| | 27% | 26% | 18% | 23% | 30% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 121 | 0 | 0 | 0 |
| | 28% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 38 | 0 | 38 | 0 | 0 |
| | 9% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 39 | 0 | 0 | 39 | 0 |
| | 9% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 235 | 0 | 0 | 0 | 235 |
| | 54% | 0% | 0% | 0% | 100% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 32 | 10 | 5 | 44 |
| | 21% | 26% | 26% | 13% | 19% |
| SOMEWHAT LIKELY | 43 | 10 | 9 | 5 | 19 |
| | 10% | 8% | 24% | 13% | 8% |
| SLIGHTLY LIKELY | 38 | 8 | 4 | 11 | 15 |
| | 9% | 7% | 11% | 28% | 6% |
| NOT AT ALL LIKELY | 261 | 71 | 15 | 18 | 157 |
| | 60% | 59% | 39% | 46% | 67% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |

| | | | | | |
|----------------------------------|-----|-----|-----|-----|-----|
| VERY LIKELY | 32 | 11 | 2 | 2 | 17 |
| | 7% | 9% | 5% | 5% | 7% |
| SOMEWHAT LIKELY | 20 | 8 | 2 | 2 | 8 |
| | 5% | 7% | 5% | 5% | 3% |
| SLIGHTLY LIKELY | 23 | 5 | 3 | 8 | 7 |
| | 5% | 4% | 8% | 21% | 3% |
| NOT AT ALL LIKELY | 358 | 97 | 31 | 27 | 203 |
| | 83% | 80% | 82% | 69% | 86% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 87 | 27 | 30 | 150 |
| | 68% | 72% | 71% | 77% | 64% |
| SOMEWHAT IMPORTANT | 106 | 24 | 6 | 6 | 70 |
| | 24% | 20% | 16% | 15% | 30% |
| JUST SLIGHTLY IMPORTANT | 14 | 4 | 4 | 1 | 5 |
| | 3% | 3% | 11% | 3% | 2% |
| NOT AT ALL IMPORTANT | 19 | 6 | 1 | 2 | 10 |
| | 4% | 5% | 3% | 5% | 4% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 88 | 23 | 31 | 160 |
| | 70% | 73% | 61% | 79% | 68% |
| SOMEWHAT IMPORTANT | 108 | 27 | 13 | 7 | 61 |
| | 25% | 22% | 34% | 18% | 26% |
| JUST SLIGHTLY IMPORTANT | 15 | 4 | 1 | 0 | 10 |
| | 3% | 3% | 3% | 0% | 4% |
| NOT AT ALL IMPORTANT | 8 | 2 | 1 | 1 | 4 |
| | 2% | 2% | 3% | 3% | 2% |

| | | | | | |
|---|------|------|------|------|------|
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 65 | 16 | 19 | 124 |
| | 52% | 54% | 42% | 49% | 53% |
| SOMEWHAT IMPORTANT | 159 | 38 | 18 | 16 | 87 |
| | 37% | 31% | 47% | 41% | 37% |
| JUST SLIGHTLY IMPORTANT | 35 | 11 | 3 | 4 | 17 |
| | 8% | 9% | 8% | 10% | 7% |
| NOT AT ALL IMPORTANT | 15 | 7 | 1 | 0 | 7 |
| | 3% | 6% | 3% | 0% | 3% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 70 | 16 | 19 | 113 |
| | 50% | 58% | 42% | 49% | 48% |
| SOMEWHAT IMPORTANT | 163 | 37 | 16 | 14 | 96 |
| | 38% | 31% | 42% | 36% | 41% |
| JUST SLIGHTLY IMPORTANT | 30 | 5 | 5 | 4 | 16 |
| | 7% | 4% | 13% | 10% | 7% |
| NOT AT ALL IMPORTANT | 22 | 9 | 1 | 2 | 10 |
| | 5% | 7% | 3% | 5% | 4% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | 433 | 121 | 38 | 39 | 235 |
| | 100% | 100% | 100% | 100% | 100% |
| VERY IMPORTANT | 170 | 45 | 15 | 12 | 98 |
| | 39% | 37% | 39% | 31% | 42% |
| SOMEWHAT IMPORTANT | 138 | 35 | 12 | 17 | 74 |
| | 32% | 29% | 32% | 44% | 31% |
| JUST SLIGHTLY IMPORTANT | 57 | 16 | 5 | 6 | 30 |
| | 13% | 13% | 13% | 15% | 13% |
| NOT AT ALL IMPORTANT | 68 | 25 | 6 | 4 | 33 |
| | 16% | 21% | 16% | 10% | 14% |

Q7. ATTEND A CLASS WITHIN THE DISTRICT

| | TOTAL | QUESTION 7 | | | |
|---|-------|-------------|--------------|-----------------|-------------------|
| | | VERY LIKELY | SMWHT LIKELY | SLIGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 | 91 | 43 | 38 | 261 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 62 | 27 | 20 | 162 |
| | 63% | 68% | 63% | 53% | 62% |
| SOMEWHAT LIKELY | 76 | 15 | 7 | 8 | 46 |
| | 18% | 16% | 16% | 21% | 18% |
| SLIGHTLY LIKELY | 41 | 9 | 5 | 7 | 20 |
| | 9% | 10% | 12% | 18% | 8% |
| NOT AT ALL LIKELY | 45 | 5 | 4 | 3 | 33 |
| | 10% | 5% | 9% | 8% | 13% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 69 | 33 | 21 | 177 |
| | 69% | 76% | 77% | 55% | 68% |
| SOMEWHAT LIKELY | 85 | 14 | 6 | 13 | 52 |
| | 20% | 15% | 14% | 34% | 20% |
| SLIGHTLY LIKELY | 34 | 6 | 2 | 4 | 22 |
| | 8% | 7% | 5% | 11% | 8% |
| NOT AT ALL LIKELY | 14 | 2 | 2 | 0 | 10 |
| | 3% | 2% | 5% | 0% | 4% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 40 | 19 | 13 | 104 |
| | 41% | 44% | 44% | 34% | 40% |
| SOMEWHAT LIKELY | 108 | 21 | 13 | 8 | 66 |

| | | | | | |
|--|-----|------|------|------|------|
| | 25% | 23% | 30% | 21% | 25% |
| SLIGHTLY LIKELY | 67 | 12 | 9 | 12 | 34 |
| | 15% | 13% | 21% | 32% | 13% |
| NOT AT ALL LIKELY | 82 | 18 | 2 | 5 | 57 |
| | 19% | 20% | 5% | 13% | 22% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 35 | 13 | 17 | 85 |
| | 35% | 38% | 30% | 45% | 33% |
| SOMEWHAT LIKELY | 117 | 24 | 21 | 11 | 61 |
| | 27% | 26% | 49% | 29% | 23% |
| SLIGHTLY LIKELY | 69 | 15 | 8 | 8 | 38 |
| | 16% | 16% | 19% | 21% | 15% |
| NOT AT ALL LIKELY | 97 | 17 | 1 | 2 | 77 |
| | 22% | 19% | 2% | 5% | 30% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 52 | 16 | 12 | 95 |
| | 40% | 57% | 37% | 32% | 36% |
| SOMEWHAT LIKELY | 88 | 18 | 10 | 12 | 48 |
| | 20% | 20% | 23% | 32% | 18% |
| SLIGHTLY LIKELY | 52 | 7 | 8 | 7 | 30 |
| | 12% | 8% | 19% | 18% | 11% |
| NOT AT ALL LIKELY | 118 | 14 | 9 | 7 | 88 |
| | 27% | 15% | 21% | 18% | 34% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 32 | 10 | 8 | 71 |
| | 28% | 35% | 23% | 21% | 27% |
| SOMEWHAT LIKELY | 38 | 10 | 9 | 4 | 15 |
| | 9% | 11% | 21% | 11% | 6% |
| SLIGHTLY LIKELY | 39 | 5 | 5 | 11 | 18 |
| | 9% | 5% | 12% | 29% | 7% |
| NOT AT ALL LIKELY | 235 | 44 | 19 | 15 | 157 |
| | 54% | 48% | 44% | 39% | 60% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 91 | 0 | 0 | 0 |
| | 21% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 43 | 0 | 43 | 0 | 0 |
| | 10% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 38 | 0 | 0 | 38 | 0 |
| | 9% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 261 | 0 | 0 | 0 | 261 |
| | 60% | 0% | 0% | 0% | 100% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 16 | 2 | 1 | 13 |
| | 7% | 18% | 5% | 3% | 5% |
| SOMEWHAT LIKELY | 20 | 5 | 8 | 1 | 6 |
| | 5% | 5% | 19% | 3% | 2% |
| SLIGHTLY LIKELY | 23 | 8 | 1 | 10 | 4 |
| | 5% | 9% | 2% | 26% | 2% |
| NOT AT ALL LIKELY | 358 | 62 | 32 | 26 | 238 |
| | 83% | 68% | 74% | 68% | 91% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 64 | 34 | 24 | 172 |
| | 68% | 70% | 79% | 63% | 66% |
| SOMEWHAT IMPORTANT | 106 | 21 | 9 | 9 | 67 |
| | 24% | 23% | 21% | 24% | 26% |
| JUST SLIGHTLY IMPORTANT | 14 | 1 | 0 | 2 | 11 |
| | 3% | 1% | 0% | 5% | 4% |
| NOT AT ALL IMPORTANT | 19 | 5 | 0 | 3 | 11 |

| | | | | | |
|---|------------|-----------|-----------|-----------|------------|
| | 4% | 5% | 0% | 8% | 4% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 70% | 66 73% | 36 84% | 30 79% | 170 65% |
| SOMEWHAT IMPORTANT | 108 25% | 20 22% | 7 16% | 6 16% | 75 29% |
| JUST SLIGHTLY IMPORTANT | 15 3% | 3 3% | 0 0% | 1 3% | 11 4% |
| NOT AT ALL IMPORTANT | 8 2% | 2 2% | 0 0% | 1 3% | 5 2% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 52% | 52 57% | 26 60% | 20 53% | 126 48% |
| SOMEWHAT IMPORTANT | 159 37% | 29 32% | 15 35% | 11 29% | 104 40% |
| JUST SLIGHTLY IMPORTANT | 35 8% | 8 9% | 2 5% | 6 16% | 19 7% |
| NOT AT ALL IMPORTANT | 15 3% | 2 2% | 0 0% | 1 3% | 12 5% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 50% | 46 51% | 26 60% | 21 55% | 125 48% |
| SOMEWHAT IMPORTANT | 163 38% | 35 38% | 13 30% | 13 34% | 102 39% |
| JUST SLIGHTLY IMPORTANT | 30 7% | 6 7% | 2 5% | 3 8% | 19 7% |
| NOT AT ALL IMPORTANT | 22 5% | 4 4% | 2 5% | 1 3% | 15 6% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 39% | 40 44% | 22 51% | 23 61% | 85 33% |
| SOMEWHAT IMPORTANT | 138 32% | 23 25% | 14 33% | 8 21% | 93 36% |
| JUST SLIGHTLY IMPORTANT | 57 13% | 15 16% | 4 9% | 5 13% | 33 13% |
| NOT AT ALL IMPORTANT | 68 16% | 13 14% | 3 7% | 2 5% | 50 19% |

Q8. STAY OVERNIGHT IN A HOTEL

| | | QUESTION 8 | | | |
|---|-------------|---------------|----------------|-------------------|-------------------------|
| | | VERY LKELY | SMWHT LKELY | SLGHTLY LIKELY | NOT AT ALL LIKELY |
| BASE - TOTAL RESPONDENTS | 433 100% | 32 100% | 20 100% | 23 100% | 358 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 27 84% | 9 45% | 12 52% | 223 62% |
| SOMEWHAT LIKELY | 76 18% | 3 9% | 5 25% | 7 30% | 61 17% |
| SLIGHTLY LIKELY | 41 9% | 2 6% | 4 20% | 3 13% | 32 9% |
| NOT AT ALL LIKELY | 45 10% | 0 0% | 2 10% | 1 4% | 42 12% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 69% | 26 81% | 17 85% | 15 65% | 242 68% |
| SOMEWHAT LIKELY | 85 | 3 | 3 | 5 | 74 |

| | | | | | |
|--|-----|------|------|------|-----|
| | 20% | 9% | 15% | 22% | 21% |
| SLIGHTLY LIKELY | 34 | 3 | 0 | 3 | 28 |
| | 8% | 9% | 0% | 13% | 8% |
| NOT AT ALL LIKELY | 14 | 0 | 0 | 0 | 14 |
| | 3% | 0% | 0% | 0% | 4% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 21 | 8 | 11 | 136 |
| | 41% | 66% | 40% | 48% | 38% |
| SOMEWHAT LIKELY | 108 | 5 | 6 | 6 | 91 |
| | 25% | 16% | 30% | 26% | 25% |
| SLIGHTLY LIKELY | 67 | 3 | 6 | 5 | 53 |
| | 15% | 9% | 30% | 22% | 15% |
| NOT AT ALL LIKELY | 82 | 3 | 0 | 1 | 78 |
| | 19% | 9% | 0% | 4% | 22% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 18 | 8 | 9 | 115 |
| | 35% | 56% | 40% | 39% | 32% |
| SOMEWHAT LIKELY | 117 | 7 | 9 | 7 | 94 |
| | 27% | 22% | 45% | 30% | 26% |
| SLIGHTLY LIKELY | 69 | 3 | 3 | 6 | 57 |
| | 16% | 9% | 15% | 26% | 16% |
| NOT AT ALL LIKELY | 97 | 4 | 0 | 1 | 92 |
| | 22% | 13% | 0% | 4% | 26% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 20 | 8 | 10 | 137 |
| | 40% | 63% | 40% | 43% | 38% |
| SOMEWHAT LIKELY | 88 | 6 | 5 | 4 | 73 |
| | 20% | 19% | 25% | 17% | 20% |
| SLIGHTLY LIKELY | 52 | 2 | 2 | 5 | 43 |
| | 12% | 6% | 10% | 22% | 12% |
| NOT AT ALL LIKELY | 118 | 4 | 5 | 4 | 105 |
| | 27% | 13% | 25% | 17% | 29% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 11 | 8 | 5 | 97 |
| | 28% | 34% | 40% | 22% | 27% |
| SOMEWHAT LIKELY | 38 | 2 | 2 | 3 | 31 |
| | 9% | 6% | 10% | 13% | 9% |
| SLIGHTLY LIKELY | 39 | 2 | 2 | 8 | 27 |
| | 9% | 6% | 10% | 35% | 8% |
| NOT AT ALL LIKELY | 235 | 17 | 8 | 7 | 203 |
| | 54% | 53% | 40% | 30% | 57% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 16 | 5 | 8 | 62 |
| | 21% | 50% | 25% | 35% | 17% |
| SOMEWHAT LIKELY | 43 | 2 | 8 | 1 | 32 |
| | 10% | 6% | 40% | 4% | 9% |
| SLIGHTLY LIKELY | 38 | 1 | 1 | 10 | 26 |
| | 9% | 3% | 5% | 43% | 7% |
| NOT AT ALL LIKELY | 261 | 13 | 6 | 4 | 238 |
| | 60% | 41% | 30% | 17% | 66% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 32 | 0 | 0 | 0 |
| | 7% | 100% | 0% | 0% | 0% |
| SOMEWHAT LIKELY | 20 | 0 | 20 | 0 | 0 |
| | 5% | 0% | 100% | 0% | 0% |
| SLIGHTLY LIKELY | 23 | 0 | 0 | 23 | 0 |
| | 5% | 0% | 0% | 100% | 0% |
| NOT AT ALL LIKELY | 358 | 0 | 0 | 0 | 358 |

| | | | | | |
|---|-----|-----|-----|-----|------|
| Q9 - IMPORTANCE OF: SAFETY | 83% | 0% | 0% | 0% | 100% |
| VERY IMPORTANT | 294 | 21 | 12 | 16 | 245 |
| | 68% | 66% | 60% | 70% | 68% |
| SOMEWHAT IMPORTANT | 106 | 8 | 8 | 5 | 85 |
| | 24% | 25% | 40% | 22% | 24% |
| JUST SLIGHTLY IMPORTANT | 14 | 0 | 0 | 0 | 14 |
| | 3% | 0% | 0% | 0% | 4% |
| NOT AT ALL IMPORTANT | 19 | 3 | 0 | 2 | 14 |
| | 4% | 9% | 0% | 9% | 4% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 24 | 15 | 17 | 246 |
| | 70% | 75% | 75% | 74% | 69% |
| SOMEWHAT IMPORTANT | 108 | 4 | 5 | 5 | 94 |
| | 25% | 13% | 25% | 22% | 26% |
| JUST SLIGHTLY IMPORTANT | 15 | 0 | 0 | 1 | 14 |
| | 3% | 0% | 0% | 4% | 4% |
| NOT AT ALL IMPORTANT | 8 | 4 | 0 | 0 | 4 |
| | 2% | 13% | 0% | 0% | 1% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 21 | 10 | 15 | 178 |
| | 52% | 66% | 50% | 65% | 50% |
| SOMEWHAT IMPORTANT | 159 | 6 | 9 | 5 | 139 |
| | 37% | 19% | 45% | 22% | 39% |
| JUST SLIGHTLY IMPORTANT | 35 | 3 | 1 | 3 | 28 |
| | 8% | 9% | 5% | 13% | 8% |
| NOT AT ALL IMPORTANT | 15 | 2 | 0 | 0 | 13 |
| | 3% | 6% | 0% | 0% | 4% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 21 | 16 | 12 | 169 |
| | 50% | 66% | 80% | 52% | 47% |
| SOMEWHAT IMPORTANT | 163 | 8 | 3 | 9 | 143 |
| | 38% | 25% | 15% | 39% | 40% |
| JUST SLIGHTLY IMPORTANT | 30 | 2 | 1 | 2 | 25 |
| | 7% | 6% | 5% | 9% | 7% |
| NOT AT ALL IMPORTANT | 22 | 1 | 0 | 0 | 21 |
| | 5% | 3% | 0% | 0% | 6% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 20 | 10 | 14 | 126 |
| | 39% | 63% | 50% | 61% | 35% |
| SOMEWHAT IMPORTANT | 138 | 10 | 6 | 5 | 117 |
| | 32% | 31% | 30% | 22% | 33% |
| JUST SLIGHTLY IMPORTANT | 57 | 1 | 1 | 3 | 52 |
| | 13% | 3% | 5% | 13% | 15% |
| NOT AT ALL IMPORTANT | 68 | 1 | 3 | 1 | 63 |
| | 16% | 3% | 15% | 4% | 18% |

Q9. SAFETY, LIKE EXTRA SECURITY

| | | QUESTION 9 | | | |
|------------------------------------|-------------|-------------------|--------------------|---------------------|--------------------|
| | | VERY IMPOR - TANT | SMWHT IMPOR - TANT | SLGLTY IMPOR - TANT | NOT AT ALL IMPRTNT |
| BASE - TOTAL RESPONDENTS | 433 100% | 294 100% | 106 100% | 14 100% | 19 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 192 65% | 66 62% | 4 29% | 9 47% |
| SOMEWHAT LIKELY | 76 | 42 | 26 | 6 | 2 |

| | | | | | |
|--|-----|-----|-----|-----|-----|
| | 18% | 14% | 25% | 43% | 11% |
| SLIGHTLY LIKELY | 41 | 30 | 7 | 1 | 3 |
| | 9% | 10% | 7% | 7% | 16% |
| NOT AT ALL LIKELY | 45 | 30 | 7 | 3 | 5 |
| | 10% | 10% | 7% | 21% | 26% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 216 | 67 | 7 | 10 |
| | 69% | 73% | 63% | 50% | 53% |
| SOMEWHAT LIKELY | 85 | 40 | 33 | 6 | 6 |
| | 20% | 14% | 31% | 43% | 32% |
| SLIGHTLY LIKELY | 34 | 25 | 5 | 1 | 3 |
| | 8% | 9% | 5% | 7% | 16% |
| NOT AT ALL LIKELY | 14 | 13 | 1 | 0 | 0 |
| | 3% | 4% | 1% | 0% | 0% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 131 | 37 | 1 | 7 |
| | 41% | 45% | 35% | 7% | 37% |
| SOMEWHAT LIKELY | 108 | 73 | 30 | 2 | 3 |
| | 25% | 25% | 28% | 14% | 16% |
| SLIGHTLY LIKELY | 67 | 34 | 24 | 6 | 3 |
| | 15% | 12% | 23% | 43% | 16% |
| NOT AT ALL LIKELY | 82 | 56 | 15 | 5 | 6 |
| | 19% | 19% | 14% | 36% | 32% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 107 | 29 | 5 | 9 |
| | 35% | 36% | 27% | 36% | 47% |
| SOMEWHAT LIKELY | 117 | 72 | 37 | 4 | 4 |
| | 27% | 24% | 35% | 29% | 21% |
| SLIGHTLY LIKELY | 69 | 46 | 20 | 1 | 2 |
| | 16% | 16% | 19% | 7% | 11% |
| NOT AT ALL LIKELY | 97 | 69 | 20 | 4 | 4 |
| | 22% | 23% | 19% | 29% | 21% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 127 | 39 | 3 | 6 |
| | 40% | 43% | 37% | 21% | 32% |
| SOMEWHAT LIKELY | 88 | 63 | 21 | 2 | 2 |
| | 20% | 21% | 20% | 14% | 11% |
| SLIGHTLY LIKELY | 52 | 29 | 18 | 2 | 3 |
| | 12% | 10% | 17% | 14% | 16% |
| NOT AT ALL LIKELY | 118 | 75 | 28 | 7 | 8 |
| | 27% | 26% | 26% | 50% | 42% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 87 | 24 | 4 | 6 |
| | 28% | 30% | 23% | 29% | 32% |
| SOMEWHAT LIKELY | 38 | 27 | 6 | 4 | 1 |
| | 9% | 9% | 6% | 29% | 5% |
| SLIGHTLY LIKELY | 39 | 30 | 6 | 1 | 2 |
| | 9% | 10% | 6% | 7% | 11% |
| NOT AT ALL LIKELY | 235 | 150 | 70 | 5 | 10 |
| | 54% | 51% | 66% | 36% | 53% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 64 | 21 | 1 | 5 |
| | 21% | 22% | 20% | 7% | 26% |
| SOMEWHAT LIKELY | 43 | 34 | 9 | 0 | 0 |
| | 10% | 12% | 8% | 0% | 0% |
| SLIGHTLY LIKELY | 38 | 24 | 9 | 2 | 3 |
| | 9% | 8% | 8% | 14% | 16% |
| NOT AT ALL LIKELY | 261 | 172 | 67 | 11 | 11 |

| | | | | | |
|---|-----|------|------|------|------|
| | 60% | 59% | 63% | 79% | 58% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 21 | 8 | 0 | 3 |
| | 7% | 7% | 8% | 0% | 16% |
| SOMEWHAT LIKELY | 20 | 12 | 8 | 0 | 0 |
| | 5% | 4% | 8% | 0% | 0% |
| SLIGHTLY LIKELY | 23 | 16 | 5 | 0 | 2 |
| | 5% | 5% | 5% | 0% | 11% |
| NOT AT ALL LIKELY | 358 | 245 | 85 | 14 | 14 |
| | 83% | 83% | 80% | 100% | 74% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 294 | 0 | 0 | 0 |
| | 68% | 100% | 0% | 0% | 0% |
| SOMEWHAT IMPORTANT | 106 | 0 | 106 | 0 | 0 |
| | 24% | 0% | 100% | 0% | 0% |
| JUST SLIGHTLY IMPORTANT | 14 | 0 | 0 | 14 | 0 |
| | 3% | 0% | 0% | 100% | 0% |
| NOT AT ALL IMPORTANT | 19 | 0 | 0 | 0 | 19 |
| | 4% | 0% | 0% | 0% | 100% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 245 | 44 | 3 | 10 |
| | 70% | 83% | 42% | 21% | 53% |
| SOMEWHAT IMPORTANT | 108 | 47 | 52 | 7 | 2 |
| | 25% | 16% | 49% | 50% | 11% |
| JUST SLIGHTLY IMPORTANT | 15 | 2 | 6 | 4 | 3 |
| | 3% | 1% | 6% | 29% | 16% |
| NOT AT ALL IMPORTANT | 8 | 0 | 4 | 0 | 4 |
| | 2% | 0% | 4% | 0% | 21% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 183 | 30 | 3 | 8 |
| | 52% | 62% | 28% | 21% | 42% |
| SOMEWHAT IMPORTANT | 159 | 89 | 62 | 6 | 2 |
| | 37% | 30% | 58% | 43% | 11% |
| JUST SLIGHTLY IMPORTANT | 35 | 19 | 10 | 2 | 4 |
| | 8% | 6% | 9% | 14% | 21% |
| NOT AT ALL IMPORTANT | 15 | 3 | 4 | 3 | 5 |
| | 3% | 1% | 4% | 21% | 26% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 171 | 38 | 2 | 7 |
| | 50% | 58% | 36% | 14% | 37% |
| SOMEWHAT IMPORTANT | 163 | 97 | 57 | 7 | 2 |
| | 38% | 33% | 54% | 50% | 11% |
| JUST SLIGHTLY IMPORTANT | 30 | 13 | 7 | 4 | 6 |
| | 7% | 4% | 7% | 29% | 32% |
| NOT AT ALL IMPORTANT | 22 | 13 | 4 | 1 | 4 |
| | 5% | 4% | 4% | 7% | 21% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 145 | 19 | 1 | 5 |
| | 39% | 49% | 18% | 7% | 26% |
| SOMEWHAT IMPORTANT | 138 | 84 | 49 | 4 | 1 |
| | 32% | 29% | 46% | 29% | 5% |
| JUST SLIGHTLY IMPORTANT | 57 | 28 | 22 | 3 | 4 |
| | 13% | 10% | 21% | 21% | 21% |
| NOT AT ALL IMPORTANT | 68 | 37 | 16 | 6 | 9 |
| | 16% | 13% | 15% | 43% | 47% |

Q10. CLEANLINESS, LIKE EXTRA TRASH PICK-UP, STEAM CLEANING AND GRAFFITI REMOVAL

| | |
|--|-------------|
| | QUESTION 10 |
|--|-------------|

| | TOTAL | VERY IMPOR - TANT | SMWHT IMPOR - TANT | SLIGHTLY IMPOR - TANT | NOT AT ALL IMPRTNT |
|--|-------------|-------------------------|--------------------------|-----------------------------|--------------------------|
| BASE - TOTAL RESPONDENTS | 433 100% | 302 100% | 108 100% | 15 100% | 8 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 190 63% | 73 68% | 4 27% | 4 50% |
| SOMEWHAT LIKELY | 76 18% | 48 16% | 24 22% | 2 13% | 2 25% |
| SLIGHTLY LIKELY | 41 9% | 27 9% | 9 8% | 4 27% | 1 13% |
| NOT AT ALL LIKELY | 45 10% | 37 12% | 2 2% | 5 33% | 1 13% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 69% | 217 72% | 74 69% | 4 27% | 5 63% |
| SOMEWHAT LIKELY | 85 20% | 50 17% | 25 23% | 9 60% | 1 13% |
| SLIGHTLY LIKELY | 34 8% | 26 9% | 4 4% | 2 13% | 2 25% |
| NOT AT ALL LIKELY | 14 3% | 9 3% | 5 5% | 0 0% | 0 0% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 41% | 133 44% | 39 36% | 1 7% | 3 38% |
| SOMEWHAT LIKELY | 108 25% | 72 24% | 31 29% | 4 27% | 1 13% |
| SLIGHTLY LIKELY | 67 15% | 41 14% | 19 18% | 5 33% | 2 25% |
| NOT AT ALL LIKELY | 82 19% | 56 19% | 19 18% | 5 33% | 2 25% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 35% | 118 39% | 29 27% | 2 13% | 1 13% |
| SOMEWHAT LIKELY | 117 27% | 73 24% | 36 33% | 4 27% | 4 50% |
| SLIGHTLY LIKELY | 69 16% | 44 15% | 18 17% | 5 33% | 2 25% |
| NOT AT ALL LIKELY | 97 22% | 67 22% | 25 23% | 4 27% | 1 13% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 40% | 126 42% | 45 42% | 2 13% | 2 25% |
| SOMEWHAT LIKELY | 88 20% | 63 21% | 20 19% | 3 20% | 2 25% |
| SLIGHTLY LIKELY | 52 12% | 35 12% | 15 14% | 2 13% | 0 0% |
| NOT AT ALL LIKELY | 118 27% | 78 26% | 28 26% | 8 53% | 4 50% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 28% | 88 29% | 27 25% | 4 27% | 2 25% |
| SOMEWHAT LIKELY | 38 9% | 23 8% | 13 12% | 1 7% | 1 13% |
| SLIGHTLY LIKELY | 39 9% | 31 10% | 7 6% | 0 0% | 1 13% |
| NOT AT ALL LIKELY | | 235 160 | | 10 61 | 4 4 |

| | | | | | |
|---|------------|-------------|-------------|------------|-----------|
| | 54% | 53% | 56% | 67% | 50% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 21% | 66 22% | 20 19% | 3 20% | 2 25% |
| SOMEWHAT LIKELY | 43 10% | 36 12% | 7 6% | 0 0% | 0 0% |
| SLIGHTLY LIKELY | 38 9% | 30 10% | 6 6% | 1 7% | 1 13% |
| NOT AT ALL LIKELY | 261 60% | 170 56% | 75 69% | 11 73% | 5 63% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 7% | 24 8% | 4 4% | 0 0% | 4 50% |
| SOMEWHAT LIKELY | 20 5% | 15 5% | 5 5% | 0 0% | 0 0% |
| SLIGHTLY LIKELY | 23 5% | 17 6% | 5 5% | 1 7% | 0 0% |
| NOT AT ALL LIKELY | 358 83% | 246 81% | 94 87% | 14 93% | 4 50% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 68% | 245 81% | 47 44% | 2 13% | 0 0% |
| SOMEWHAT IMPORTANT | 106 24% | 44 15% | 52 48% | 6 40% | 4 50% |
| JUST SLIGHTLY IMPORTANT | 14 3% | 3 1% | 7 6% | 4 27% | 0 0% |
| NOT AT ALL IMPORTANT | 19 4% | 10 3% | 2 2% | 3 20% | 4 50% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 70% | 302 100% | 0 0% | 0 0% | 0 0% |
| SOMEWHAT IMPORTANT | 108 25% | 0 0% | 108 100% | 0 0% | 0 0% |
| JUST SLIGHTLY IMPORTANT | 15 3% | 0 0% | 0 0% | 15 100% | 0 0% |
| NOT AT ALL IMPORTANT | 8 2% | 0 0% | 0 0% | 0 0% | 8 100% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 52% | 200 66% | 22 20% | 1 7% | 1 13% |
| SOMEWHAT IMPORTANT | 159 37% | 84 28% | 69 64% | 4 27% | 2 25% |
| JUST SLIGHTLY IMPORTANT | 35 8% | 14 5% | 13 12% | 7 47% | 1 13% |
| NOT AT ALL IMPORTANT | 15 3% | 4 1% | 4 4% | 3 20% | 4 50% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 50% | 186 62% | 30 28% | 2 13% | 0 0% |
| SOMEWHAT IMPORTANT | 163 38% | 91 30% | 61 56% | 8 53% | 3 38% |
| JUST SLIGHTLY IMPORTANT | 30 7% | 11 4% | 12 11% | 5 33% | 2 25% |
| NOT AT ALL IMPORTANT | 22 5% | 14 5% | 5 5% | 0 0% | 3 38% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 39% | 152 50% | 16 15% | 1 7% | 1 13% |

| | | | | | |
|-------------------------|------------|-----------|-----------|----------|----------|
| SOMEWHAT IMPORTANT | 138 32% | 83 27% | 50 46% | 3 20% | 2 25% |
| JUST SLIGHTLY IMPORTANT | 57 13% | 26 9% | 27 25% | 4 27% | 0 0% |
| NOT AT ALL IMPORTANT | 68 16% | 41 14% | 15 14% | 7 47% | 5 63% |

Q11. APPEARANCE, LIKE PLANTS, FLOWERS AND LANDSCAPING

| | TOTAL | QUESTION 11 | | | |
|--|-------------|-------------------|--------------------|----------------------|--------------------|
| | | VERY IMPOR - TANT | SMWHT IMPOR - TANT | SLGHTLY IMPOR - TANT | NOT AT ALL IMPRTNT |
| BASE - TOTAL RESPONDENTS | 433 100% | 224 100% | 159 100% | 35 100% | 15 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 144 64% | 106 67% | 14 40% | 7 47% |
| SOMEWHAT LIKELY | 76 18% | 34 15% | 32 20% | 6 17% | 4 27% |
| SLIGHTLY LIKELY | 41 9% | 20 9% | 11 7% | 8 23% | 2 13% |
| NOT AT ALL LIKELY | 45 10% | 26 12% | 10 6% | 7 20% | 2 13% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 69% | 163 73% | 111 70% | 17 49% | 9 60% |
| SOMEWHAT LIKELY | 85 20% | 27 12% | 39 25% | 15 43% | 4 27% |
| SLIGHTLY LIKELY | 34 8% | 22 10% | 7 4% | 3 9% | 2 13% |
| NOT AT ALL LIKELY | 14 3% | 12 5% | 2 1% | 0 0% | 0 0% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 41% | 100 45% | 63 40% | 6 17% | 7 47% |
| SOMEWHAT LIKELY | 108 25% | 51 23% | 50 31% | 5 14% | 2 13% |
| SLIGHTLY LIKELY | 67 15% | 30 13% | 22 14% | 12 34% | 3 20% |
| NOT AT ALL LIKELY | 82 19% | 43 19% | 24 15% | 12 34% | 3 20% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 35% | 95 42% | 48 30% | 4 11% | 3 20% |
| SOMEWHAT LIKELY | 117 27% | 49 22% | 53 33% | 13 37% | 2 13% |
| SLIGHTLY LIKELY | 69 16% | 28 13% | 26 16% | 10 29% | 5 33% |
| NOT AT ALL LIKELY | 97 22% | 52 23% | 32 20% | 8 23% | 5 33% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 40% | 99 44% | 62 39% | 9 26% | 5 33% |
| SOMEWHAT LIKELY | 88 20% | 36 16% | 43 27% | 6 17% | 3 20% |
| SLIGHTLY LIKELY | 52 12% | 24 11% | 20 13% | 6 17% | 2 13% |
| NOT AT ALL LIKELY | 118 27% | 65 29% | 34 20% | 14 41% | 5 13% |

| | | | | | |
|---|------------|-------------|-------------|------------|------------|
| | 27% | 29% | 21% | 40% | 33% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 28% | 65 29% | 38 24% | 11 31% | 7 47% |
| SOMEWHAT LIKELY | 38 9% | 16 7% | 18 11% | 3 9% | 1 7% |
| SLIGHTLY LIKELY | 39 9% | 19 8% | 16 10% | 4 11% | 0 0% |
| NOT AT ALL LIKELY | 235 54% | 124 55% | 87 55% | 17 49% | 7 47% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 21% | 52 23% | 29 18% | 8 23% | 2 13% |
| SOMEWHAT LIKELY | 43 10% | 26 12% | 15 9% | 2 6% | 0 0% |
| SLIGHTLY LIKELY | 38 9% | 20 9% | 11 7% | 6 17% | 1 7% |
| NOT AT ALL LIKELY | 261 60% | 126 56% | 104 65% | 19 54% | 12 80% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 7% | 21 9% | 6 4% | 3 9% | 2 13% |
| SOMEWHAT LIKELY | 20 5% | 10 4% | 9 6% | 1 3% | 0 0% |
| SLIGHTLY LIKELY | 23 5% | 15 7% | 5 3% | 3 9% | 0 0% |
| NOT AT ALL LIKELY | 358 83% | 178 79% | 139 87% | 28 80% | 13 87% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 68% | 183 82% | 89 56% | 19 54% | 3 20% |
| SOMEWHAT IMPORTANT | 106 24% | 30 13% | 62 39% | 10 29% | 4 27% |
| JUST SLIGHTLY IMPORTANT | 14 3% | 3 1% | 6 4% | 2 6% | 3 20% |
| NOT AT ALL IMPORTANT | 19 4% | 8 4% | 2 1% | 4 11% | 5 33% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 70% | 200 89% | 84 53% | 14 40% | 4 27% |
| SOMEWHAT IMPORTANT | 108 25% | 22 10% | 69 43% | 13 37% | 4 27% |
| JUST SLIGHTLY IMPORTANT | 15 3% | 1 0% | 4 3% | 7 20% | 3 20% |
| NOT AT ALL IMPORTANT | 8 2% | 1 0% | 2 1% | 1 3% | 4 27% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 52% | 224 100% | 0 0% | 0 0% | 0 0% |
| SOMEWHAT IMPORTANT | 159 37% | 0 0% | 159 100% | 0 0% | 0 0% |
| JUST SLIGHTLY IMPORTANT | 35 8% | 0 0% | 0 0% | 35 100% | 0 0% |
| NOT AT ALL IMPORTANT | 15 3% | 0 0% | 0 0% | 0 0% | 15 100% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 50% | 156 70% | 49 31% | 8 23% | 5 33% |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| SOMEWHAT IMPORTANT | 163 | 53 | 91 | 15 | 4 |
| | 38% | 24% | 57% | 43% | 27% |
| JUST SLIGHTLY IMPORTANT | 30 | 8 | 12 | 8 | 2 |
| | 7% | 4% | 8% | 23% | 13% |
| NOT AT ALL IMPORTANT | 22 | 7 | 7 | 4 | 4 |
| | 5% | 3% | 4% | 11% | 27% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 | 127 | 33 | 7 | 3 |
| | 39% | 57% | 21% | 20% | 20% |
| SOMEWHAT IMPORTANT | 138 | 56 | 69 | 11 | 2 |
| | 32% | 25% | 43% | 31% | 13% |
| JUST SLIGHTLY IMPORTANT | 57 | 15 | 34 | 8 | 0 |
| | 13% | 7% | 21% | 23% | 0% |
| NOT AT ALL IMPORTANT | 68 | 26 | 23 | 9 | 10 |
| | 16% | 12% | 14% | 26% | 67% |

Q12. NEW BUSINESSES AND RESTAURANTS TO FILL EMPTY STOREFRONTS

| | TOTAL | QUESTION 12 | | | |
|--|-------------|-------------------|--------------------|-----------------------|--------------------|
| | | VERY IMPOR - TANT | SMWHT IMPOR - TANT | SLIGHTLY IMPOR - TANT | NOT AT ALL IMPRTNT |
| BASE - TOTAL RESPONDENTS | 433 100% | 218 100% | 163 100% | 30 100% | 22 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 63% | 142 65% | 107 66% | 14 47% | 8 36% |
| SOMEWHAT LIKELY | 76 18% | 30 14% | 32 20% | 6 20% | 8 36% |
| SLIGHTLY LIKELY | 41 9% | 22 10% | 11 7% | 6 20% | 2 9% |
| NOT AT ALL LIKELY | 45 10% | 24 11% | 13 8% | 4 13% | 4 18% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 69% | 162 74% | 115 71% | 11 37% | 12 55% |
| SOMEWHAT LIKELY | 85 20% | 28 13% | 36 22% | 13 43% | 8 36% |
| SLIGHTLY LIKELY | 34 8% | 18 8% | 9 6% | 6 20% | 1 5% |
| NOT AT ALL LIKELY | 14 3% | 10 5% | 3 2% | 0 0% | 1 5% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 41% | 100 46% | 64 39% | 4 13% | 8 36% |
| SOMEWHAT LIKELY | 108 25% | 50 23% | 45 28% | 11 37% | 2 9% |
| SLIGHTLY LIKELY | 67 15% | 25 11% | 32 20% | 7 23% | 3 14% |
| NOT AT ALL LIKELY | 82 19% | 43 20% | 22 13% | 8 27% | 9 41% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 35% | 87 40% | 54 33% | 6 20% | 3 14% |
| SOMEWHAT LIKELY | 117 27% | 57 26% | 47 29% | 5 17% | 8 36% |
| SLIGHTLY LIKELY | 69 16% | 25 11% | 29 18% | 11 37% | 4 18% |
| NOT AT ALL LIKELY | 97 22% | 49 22% | 33 20% | 8 27% | 7 32% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 40% | 100 46% | 61 37% | 9 30% | 5 23% |
| SOMEWHAT LIKELY | 88 20% | 39 18% | 38 23% | 4 13% | 7 32% |
| SLIGHTLY LIKELY | 52 12% | 23 11% | 19 12% | 6 20% | 4 18% |
| NOT AT ALL LIKELY | 118 27% | 56 26% | 45 28% | 11 37% | 6 27% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 28% | 70 32% | 37 23% | 5 17% | 9 41% |
| SOMEWHAT LIKELY | 38 9% | 16 7% | 16 10% | 5 17% | 1 5% |
| SLIGHTLY LIKELY | 39 9% | 19 8% | 14 9% | 4 13% | 2 6% |

| | | | | | |
|---|-----|------|------|------|------|
| | 9% | 9% | 9% | 13% | 9% |
| NOT AT ALL LIKELY | 235 | 113 | 96 | 16 | 10 |
| | 54% | 52% | 59% | 53% | 45% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 46 | 35 | 6 | 4 |
| | 21% | 21% | 21% | 20% | 18% |
| SOMEWHAT LIKELY | 43 | 26 | 13 | 2 | 2 |
| | 10% | 12% | 8% | 7% | 9% |
| SLIGHTLY LIKELY | 38 | 21 | 13 | 3 | 1 |
| | 9% | 10% | 8% | 10% | 5% |
| NOT AT ALL LIKELY | 261 | 125 | 102 | 19 | 15 |
| | 60% | 57% | 63% | 63% | 68% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 21 | 8 | 2 | 1 |
| | 7% | 10% | 5% | 7% | 5% |
| SOMEWHAT LIKELY | 20 | 16 | 3 | 1 | 0 |
| | 5% | 7% | 2% | 3% | 0% |
| SLIGHTLY LIKELY | 23 | 12 | 9 | 2 | 0 |
| | 5% | 6% | 6% | 7% | 0% |
| NOT AT ALL LIKELY | 358 | 169 | 143 | 25 | 21 |
| | 83% | 78% | 88% | 83% | 95% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 171 | 97 | 13 | 13 |
| | 68% | 78% | 60% | 43% | 59% |
| SOMEWHAT IMPORTANT | 106 | 38 | 57 | 7 | 4 |
| | 24% | 17% | 35% | 23% | 18% |
| JUST SLIGHTLY IMPORTANT | 14 | 2 | 7 | 4 | 1 |
| | 3% | 1% | 4% | 13% | 5% |
| NOT AT ALL IMPORTANT | 19 | 7 | 2 | 6 | 4 |
| | 4% | 3% | 1% | 20% | 18% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 186 | 91 | 11 | 14 |
| | 70% | 85% | 56% | 37% | 64% |
| SOMEWHAT IMPORTANT | 108 | 30 | 61 | 12 | 5 |
| | 25% | 14% | 37% | 40% | 23% |
| JUST SLIGHTLY IMPORTANT | 15 | 2 | 8 | 5 | 0 |
| | 3% | 1% | 5% | 17% | 0% |
| NOT AT ALL IMPORTANT | 8 | 0 | 3 | 2 | 3 |
| | 2% | 0% | 2% | 7% | 14% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 156 | 53 | 8 | 7 |
| | 52% | 72% | 33% | 27% | 32% |
| SOMEWHAT IMPORTANT | 159 | 49 | 91 | 12 | 7 |
| | 37% | 22% | 56% | 40% | 32% |
| JUST SLIGHTLY IMPORTANT | 35 | 8 | 15 | 8 | 4 |
| | 8% | 4% | 9% | 27% | 18% |
| NOT AT ALL IMPORTANT | 15 | 5 | 4 | 2 | 4 |
| | 3% | 2% | 2% | 7% | 18% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |
| VERY IMPORTANT | 218 | 218 | 0 | 0 | 0 |
| | 50% | 100% | 0% | 0% | 0% |
| SOMEWHAT IMPORTANT | 163 | 0 | 163 | 0 | 0 |
| | 38% | 0% | 100% | 0% | 0% |
| JUST SLIGHTLY IMPORTANT | 30 | 0 | 0 | 30 | 0 |
| | 7% | 0% | 0% | 100% | 0% |
| NOT AT ALL IMPORTANT | 22 | 0 | 0 | 0 | 22 |
| | 5% | 0% | 0% | 0% | 100% |
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |

| | | | | | |
|-------------------------|-----|-----|-----|-----|-----|
| VERY IMPORTANT | 170 | 129 | 34 | 3 | 4 |
| | 39% | 59% | 21% | 10% | 18% |
| SOMEWHAT IMPORTANT | 138 | 55 | 75 | 5 | 3 |
| | 32% | 25% | 46% | 17% | 14% |
| JUST SLIGHTLY IMPORTANT | 57 | 13 | 30 | 11 | 3 |
| | 13% | 6% | 18% | 37% | 14% |
| NOT AT ALL IMPORTANT | 68 | 21 | 24 | 11 | 12 |
| | 16% | 10% | 15% | 37% | 55% |

Q13. GOOD COMMUNICATION CHANNELS TO INFORM ME ABOUT THE WESTWOOD DISTRICT AND ITS OFFERINGS

| | TOTAL | QUESTION 13 | | | |
|--|-------|-------------------|--------------------|-----------------------|--------------------|
| | | VERY IMPOR - TANT | SMWHT IMPOR - TANT | SLIGHTLY IMPOR - TANT | NOT AT ALL IMPRTNT |
| BASE - TOTAL RESPONDENTS | 433 | 170 | 138 | 57 | 68 |
| | 100% | 100% | 100% | 100% | 100% |
| Q1 - LIKELY TO: STROLL/WALK AROUND | | | | | |
| VERY LIKELY | 271 | 111 | 88 | 37 | 35 |
| | 63% | 65% | 64% | 65% | 51% |
| SOMEWHAT LIKELY | 76 | 22 | 29 | 11 | 14 |
| | 18% | 13% | 21% | 19% | 21% |
| SLIGHTLY LIKELY | 41 | 22 | 5 | 6 | 8 |
| | 9% | 13% | 4% | 11% | 12% |
| NOT AT ALL LIKELY | 45 | 15 | 16 | 3 | 11 |
| | 10% | 9% | 12% | 5% | 16% |
| Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT | | | | | |
| VERY LIKELY | 300 | 116 | 100 | 40 | 44 |
| | 69% | 68% | 72% | 70% | 65% |
| SOMEWHAT LIKELY | 85 | 25 | 27 | 14 | 19 |
| | 20% | 15% | 20% | 25% | 28% |
| SLIGHTLY LIKELY | 34 | 19 | 9 | 3 | 3 |
| | 8% | 11% | 7% | 5% | 4% |
| NOT AT ALL LIKELY | 14 | 10 | 2 | 0 | 2 |
| | 3% | 6% | 1% | 0% | 3% |
| Q3 - LIKELY TO: SHOP | | | | | |
| VERY LIKELY | 176 | 80 | 62 | 11 | 23 |
| | 41% | 47% | 45% | 19% | 34% |
| SOMEWHAT LIKELY | 108 | 32 | 39 | 22 | 15 |
| | 25% | 19% | 28% | 39% | 22% |
| SLIGHTLY LIKELY | 67 | 23 | 15 | 18 | 11 |
| | 15% | 14% | 11% | 32% | 16% |
| NOT AT ALL LIKELY | 82 | 35 | 22 | 6 | 19 |
| | 19% | 21% | 16% | 11% | 28% |
| Q4 - LIKELY TO: ATTEND A MOVIE, LIVE THEATER | | | | | |
| VERY LIKELY | 150 | 70 | 47 | 15 | 18 |
| | 35% | 41% | 34% | 26% | 26% |
| SOMEWHAT LIKELY | 117 | 38 | 44 | 19 | 16 |
| | 27% | 22% | 32% | 33% | 24% |
| SLIGHTLY LIKELY | 69 | 26 | 13 | 16 | 14 |
| | 16% | 15% | 9% | 28% | 21% |
| NOT AT ALL LIKELY | 97 | 36 | 34 | 7 | 20 |
| | 22% | 21% | 25% | 12% | 29% |
| Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS | | | | | |
| VERY LIKELY | 175 | 82 | 53 | 22 | 18 |
| | 40% | 48% | 38% | 39% | 26% |
| SOMEWHAT LIKELY | 88 | 32 | 29 | 15 | 12 |
| | 20% | 19% | 21% | 26% | 18% |
| SLIGHTLY LIKELY | 52 | 16 | 24 | 7 | 5 |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| | 12% | 9% | 17% | 12% | 7% |
| NOT AT ALL LIKELY | 118 | 40 | 32 | 13 | 33 |
| | 27% | 24% | 23% | 23% | 49% |
| Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT | | | | | |
| VERY LIKELY | 121 | 45 | 35 | 16 | 25 |
| | 28% | 26% | 25% | 28% | 37% |
| SOMEWHAT LIKELY | 38 | 15 | 12 | 5 | 6 |
| | 9% | 9% | 9% | 9% | 9% |
| SLIGHTLY LIKELY | 39 | 12 | 17 | 6 | 4 |
| | 9% | 7% | 12% | 11% | 6% |
| NOT AT ALL LIKELY | 235 | 98 | 74 | 30 | 33 |
| | 54% | 58% | 54% | 53% | 49% |
| Q7 - LIKELY TO: ATTEND A CLASS | | | | | |
| VERY LIKELY | 91 | 40 | 23 | 15 | 13 |
| | 21% | 24% | 17% | 26% | 19% |
| SOMEWHAT LIKELY | 43 | 22 | 14 | 4 | 3 |
| | 10% | 13% | 10% | 7% | 4% |
| SLIGHTLY LIKELY | 38 | 23 | 8 | 5 | 2 |
| | 9% | 14% | 6% | 9% | 3% |
| NOT AT ALL LIKELY | 261 | 85 | 93 | 33 | 50 |
| | 60% | 50% | 67% | 58% | 74% |
| Q8 - LIKELY TO: STAY OVERNIGHT IN A HOTEL | | | | | |
| VERY LIKELY | 32 | 20 | 10 | 1 | 1 |
| | 7% | 12% | 7% | 2% | 1% |
| SOMEWHAT LIKELY | 20 | 10 | 6 | 1 | 3 |
| | 5% | 6% | 4% | 2% | 4% |
| SLIGHTLY LIKELY | 23 | 14 | 5 | 3 | 1 |
| | 5% | 8% | 4% | 5% | 1% |
| NOT AT ALL LIKELY | 358 | 126 | 117 | 52 | 63 |
| | 83% | 74% | 85% | 91% | 93% |
| Q9 - IMPORTANCE OF: SAFETY | | | | | |
| VERY IMPORTANT | 294 | 145 | 84 | 28 | 37 |
| | 68% | 85% | 61% | 49% | 54% |
| SOMEWHAT IMPORTANT | 106 | 19 | 49 | 22 | 16 |
| | 24% | 11% | 36% | 39% | 24% |
| JUST SLIGHTLY IMPORTANT | 14 | 1 | 4 | 3 | 6 |
| | 3% | 1% | 3% | 5% | 9% |
| NOT AT ALL IMPORTANT | 19 | 5 | 1 | 4 | 9 |
| | 4% | 3% | 1% | 7% | 13% |
| Q10 - IMPORTANCE OF: CLEANLINESS | | | | | |
| VERY IMPORTANT | 302 | 152 | 83 | 26 | 41 |
| | 70% | 89% | 60% | 46% | 60% |
| SOMEWHAT IMPORTANT | 108 | 16 | 50 | 27 | 15 |
| | 25% | 9% | 36% | 47% | 22% |
| JUST SLIGHTLY IMPORTANT | 15 | 1 | 3 | 4 | 7 |
| | 3% | 1% | 2% | 7% | 10% |
| NOT AT ALL IMPORTANT | 8 | 1 | 2 | 0 | 5 |
| | 2% | 1% | 1% | 0% | 7% |
| Q11 - IMPORTANCE OF: APPEARANCE | | | | | |
| VERY IMPORTANT | 224 | 127 | 56 | 15 | 26 |
| | 52% | 75% | 41% | 26% | 38% |
| SOMEWHAT IMPORTANT | 159 | 33 | 69 | 34 | 23 |
| | 37% | 19% | 50% | 60% | 34% |
| JUST SLIGHTLY IMPORTANT | 35 | 7 | 11 | 8 | 9 |
| | 8% | 4% | 8% | 14% | 13% |
| NOT AT ALL IMPORTANT | 15 | 3 | 2 | 0 | 10 |
| | 3% | 2% | 1% | 0% | 15% |
| Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS | | | | | |

VERY IMPORTANT

218

50%

SOMEWHAT IMPORTANT

163

38%

JUST SLIGHTLY IMPORTANT

30

7%

NOT AT ALL IMPORTANT

22

5%

129

76%

55

40%

13

23%

21

31%

34

20%

75

54%

30

53%

24

35%

3

2%

5

4%

11

19%

11

16%

4

2%

3

2%

3

5%

12

18%

| | | | | | |
|---|------------|-------------|-------------|------------|------------|
| Q13 - IMPORTANCE OF: GOOD COMMUNICATION | | | | | |
| VERY IMPORTANT | 170 39% | 170 100% | 0 0% | 0 0% | 0 0% |
| SOMEWHAT IMPORTANT | 138 32% | 0 0% | 138 100% | 0 0% | 0 0% |
| JUST SLIGHTLY IMPORTANT | 57 13% | 0 0% | 0 0% | 57 100% | 0 0% |
| NOT AT ALL IMPORTANT | 68 16% | 0 0% | 0 0% | 0 0% | 68 100% |

Attachment B

| Zone | APN | Legal Owner Name | Site Address | Building | Lot Size | FF | 2014 Assessment | % |
|------|--------------|--|---------------------|----------|----------|-----|--------------------|--------------|
| 1 | 4363-018-904 | LA City | 1036 Broxton Ave | 89,040 | 29,640 | 299 | \$18,347.97 | 1.48% |
| | | Total LA City | | | | | \$18,347.97 | 1.48% |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| 1 | 4363-019-901 | Regents Of The University Of CA | 10886 Le Conte Ave | 36,579 | 22,144 | 146 | \$9,869.63 | 0.80% |
| 1 | 4363-019-903 | Regents Of The University Of CA | 930 Westwood Blvd | 145,497 | 42,420 | 574 | \$30,353.22 | 2.45% |
| 2 | 4324-001-900 | Regents Of The University Of CA | 10920 Wilshire Blvd | 315,776 | 52,839 | 174 | \$29,429.55 | 2.37% |
| | | Total Regents Of The University Of CA | | | | | \$69,652.40 | 5.61% |
| | | | | | | | | |
| | | Total Government Parcels | | | | | \$88,000.37 | 7.09% |

| Zone | APN | Site Address | Building | Lot Size | FF | 2014 Assessment | % |
|------|--------------|-------------------------|----------|----------|-----|-----------------|-------|
| 2 | 4324-001-031 | 10900 Wilshire Blvd 520 | 251,862 | 49,658 | 435 | \$29,437.36 | 2.37% |
| 2 | 4324-001-032 | 10940 Wilshire Blvd | 229,553 | 36,390 | 390 | \$25,285.83 | 2.04% |
| 2 | 4324-002-027 | 10990 Wilshire Blvd | 216,998 | 21,340 | 289 | \$20,505.91 | 1.65% |
| 2 | 4324-002-028 | 10960 Wilshire Blvd | 584,752 | 145,490 | 771 | \$69,422.70 | 5.59% |
| 2 | 4325-005-019 | 10850 Wilshire Blvd. | 225,692 | 63,600 | 276 | \$27,658.30 | 2.23% |
| 2 | 4325-005-074 | 10866 WILSHIRE BLVD | 202,388 | 43,828 | 482 | \$26,413.52 | 2.13% |
| 2 | 4325-005-083 | 10880 Wilshire Blvd | 618,301 | 86,684 | 883 | \$63,584.84 | 5.12% |
| 2 | 4360-001-182 | 927 HILGARD AVE | 19,920 | 9,160 | 65 | \$3,668.03 | 0.30% |
| 2 | 4360-002-013 | 1015 Hilgard Ave | 43,410 | 22,790 | 275 | \$10,588.50 | 0.85% |
| 1 | 4360-002-032 | 10863 Lindbrook Dr | 6,519 | 6,990 | 180 | \$5,099.63 | 0.41% |
| 1 | 4360-002-037 | 10841 Lindbrook Dr | 11,531 | 10,440 | 130 | \$5,279.35 | 0.43% |
| 1 | 4360-003-028 | 10844 Lindbrook Dr | 0 | 13,160 | 120 | \$4,678.83 | 0.38% |
| 1 | 4360-003-029 | 10877 Wilshire Blvd | 278,192 | 51,836 | 653 | \$44,451.19 | 3.58% |
| 2 | 4360-006-019 | 936 HILGARD AVE | 0 | 10,233 | 65 | \$2,702.94 | 0.22% |
| 2 | 4360-006-020 | 932 HILGARD AVE | 0 | 10,493 | 65 | \$2,745.16 | 0.22% |
| 2 | 4360-006-025 | 922 HILGARD AVE | 249,699 | 32,860 | 210 | \$22,981.99 | 1.85% |
| 2 | 4360-006-027 | 942 HILGARD AVE | 0 | 9,780 | 65 | \$2,629.37 | 0.21% |
| 1 | 4363-017-002 | 10962 Le Conte Ave | 6,766 | 4,000 | 40 | \$2,039.63 | 0.16% |
| 1 | 4363-017-003 | 10966 Le Conte Ave | 5,466 | 8,000 | 80 | \$3,418.33 | 0.28% |
| 1 | 4363-017-004 | 900 Gayley Ave | 0 | 8,750 | 177 | \$4,850.37 | 0.39% |
| 1 | 4363-017-005 | 10984 Le Conte Ave | 1,101 | 13,200 | 503 | \$11,629.81 | 0.94% |
| 1 | 4363-017-006 | 922 Gayley Ave | 3,729 | 8,011 | 80 | \$3,278.12 | 0.26% |
| 1 | 4363-017-008 | 10975 Weyburn Ave | 1,784 | 11,610 | 258 | \$6,996.08 | 0.56% |
| 1 | 4363-017-009 | 10965 Weyburn Ave | 4,043 | 5,334 | 40 | \$2,073.14 | 0.17% |
| 1 | 4363-017-010 | 959 Broxton Ave | 17,853 | 39,380 | 228 | \$13,118.24 | 1.06% |
| 1 | 4363-017-011 | 939 Broxton Ave | 3,878 | 3,360 | 60 | \$2,037.73 | 0.16% |
| 1 | 4363-017-012 | 921 Broxton Ave | 3,861 | 3,876 | 69 | \$2,296.64 | 0.19% |
| 1 | 4363-017-013 | 911 Broxton Ave | 19,052 | 7,490 | 166 | \$5,972.27 | 0.48% |
| 1 | 4363-017-014 | 950 Gayley Ave | 6,212 | 12,160 | 129 | \$5,156.50 | 0.42% |
| 1 | 4363-018-001 | 921 Westwood Blvd | 50,790 | 31,640 | 508 | \$19,338.18 | 1.56% |

| | | | | | | | |
|---|--------------|------------------------|---------|---------|------|-------------|-------|
| 1 | 4363-018-002 | 10918 Le Conte Ave | 4,845 | 5,851 | 60 | \$2,596.17 | 0.21% |
| 1 | 4363-018-003 | 10922 Le Conte Ave | 0 | 2,000 | 20 | \$742.61 | 0.06% |
| 1 | 4363-018-004 | 10924 Le Conte Ave | 0 | 4,000 | 40 | \$1,485.23 | 0.12% |
| 1 | 4363-018-005 | 10928 Le Conte Ave | 0 | 4,000 | 40 | \$1,485.23 | 0.12% |
| 1 | 4363-018-006 | 10934 Le Conte Ave | 0 | 4,000 | 40 | \$1,485.23 | 0.12% |
| 1 | 4363-018-007 | 900 Broxton Ave | 0 | 12,036 | 215 | \$6,162.45 | 0.50% |
| 1 | 4363-018-008 | 920 Broxton Ave | 21,227 | 17,850 | 257 | \$9,771.77 | 0.79% |
| 1 | 4363-018-009 | 10935 Weyburn Ave | 7,484 | 3,955 | 57 | \$2,393.99 | 0.19% |
| 1 | 4363-018-010 | 10929 Weyburn Ave | 3,360 | 4,000 | 40 | \$1,760.54 | 0.14% |
| 1 | 4363-018-011 | 10923 Weyburn Ave | 3,360 | 4,000 | 40 | \$1,760.54 | 0.14% |
| 1 | 4363-018-014 | 1081 Westwood Blvd | 28,391 | 20,720 | 461 | \$14,561.10 | 1.17% |
| 1 | 4363-018-015 | 1041 Westwood Blvd | 8,360 | 4,000 | 40 | \$2,170.24 | 0.17% |
| 1 | 4363-018-018 | 10924 Weyburn Ave | 3,360 | 4,000 | 40 | \$1,760.54 | 0.14% |
| 1 | 4363-018-019 | 10930 Weyburn Ave | 3,200 | 4,000 | 40 | \$1,747.43 | 0.14% |
| 1 | 4363-018-020 | 10940 Weyburn Ave | 9,852 | 10,830 | 273 | \$7,775.52 | 0.63% |
| 1 | 4363-018-025 | NO SITE ADDRESS | 0 | 9,750 | 100 | \$3,664.97 | 0.30% |
| 1 | 4363-018-026 | 1001 Westwood Blvd | 17,624 | 8,151 | 176 | \$6,161.35 | 0.50% |
| 1 | 4363-018-027 | 1019 Westwood Blvd | 3,780 | 4,200 | 42 | \$1,869.22 | 0.15% |
| 1 | 4363-018-028 | 1025 Westwood Blvd | 5,040 | 6,001 | 60 | \$2,641.01 | 0.21% |
| 1 | 4363-018-029 | 1029 Westwood Blvd | 5,857 | 8,000 | 80 | \$3,450.37 | 0.28% |
| 1 | 4363-018-030 | 10913 Weyburn Ave | 10,252 | 7,950 | 80 | \$3,800.88 | 0.31% |
| 1 | 4363-018-032 | NO SITE ADDRESS | 0 | 19,110 | 0 | \$3,676.29 | 0.30% |
| 1 | 4363-019-008 | 10861 Weyburn Ave | 193,648 | 176,854 | 1170 | \$70,824.75 | 5.71% |
| 1 | 4363-019-009 | 947 Tiverton Ave | 188,062 | 31,770 | 376 | \$28,249.35 | 2.28% |
| 1 | 4363-020-001 | 10875 Kinross Ave | 7,700 | 9,750 | 150 | \$5,190.56 | 0.42% |
| 1 | 4363-020-002 | 1071 Glendon Ave | 7,500 | 5,950 | 60 | \$2,832.77 | 0.23% |
| 1 | 4363-020-006 | 1000 Westwood Blvd | 64,491 | 17,117 | 263 | \$13,283.16 | 1.07% |
| 1 | 4363-020-007 | 1018 Westwood Blvd | 7,259 | 8,137 | 61 | \$3,251.64 | 0.26% |
| 1 | 4363-020-008 | 1030 Westwood Blvd | 10,800 | 6,426 | 50 | \$3,015.81 | 0.24% |
| 1 | 4363-020-009 | 1038 Westwood Blvd | 10,500 | 12,068 | 100 | \$4,971.26 | 0.40% |
| 1 | 4363-020-010 | 1056 Westwood Blvd | 6,684 | 6,738 | 60 | \$2,917.50 | 0.24% |
| 1 | 4363-020-011 | 1060 Westwood Blvd | 3,564 | 5,327 | 50 | \$2,211.47 | 0.18% |
| 1 | 4363-020-013 | 1072 Westwood Blvd | 2,964 | 5,345 | 60 | \$2,344.70 | 0.19% |
| 1 | 4363-020-014 | 1090 Westwood Blvd | 11,276 | 7,504 | 165 | \$5,319.90 | 0.43% |
| 1 | 4363-021-018 | 1100 Glendon Ave | 305,260 | 59,139 | 753 | \$49,863.37 | 4.02% |
| 1 | 4363-021-021 | 1060 Glendon Ave | 366,614 | 185,130 | 1730 | \$96,609.82 | 7.78% |
| 1 | 4363-021-800 | 1041 Tiverton Ave | 53,580 | 20,534 | 130 | \$10,666.68 | 0.86% |
| 1 | 4363-022-003 | 1101 Glendon Ave | 16,387 | 12,637 | 211 | \$7,549.24 | 0.61% |
| 1 | 4363-022-004 | 1100 Westwood Blvd | 7,611 | 7,697 | 194 | \$5,575.62 | 0.45% |
| 1 | 4363-022-005 | 1116 Westwood Blvd | 5,880 | 7,000 | 70 | \$3,080.95 | 0.25% |
| 1 | 4363-022-006 | 1124 Westwood Blvd | 3,400 | 4,000 | 40 | \$1,763.82 | 0.14% |
| 1 | 4363-022-007 | 1130 Westwood Blvd 202 | 3,400 | 4,000 | 40 | \$1,763.82 | 0.14% |
| 1 | 4363-022-008 | 1140 Westwood Blvd | 6,340 | 4,000 | 40 | \$2,004.72 | 0.16% |
| 1 | 4363-022-009 | 1142 Westwood Blvd | 16,267 | 12,292 | 245 | \$8,081.41 | 0.65% |
| 1 | 4363-022-010 | 1139 Glendon Ave | 8,851 | 7,288 | 196 | \$5,634.33 | 0.45% |
| 1 | 4363-022-015 | 1125 Glendon Ave | 5,480 | 3,888 | 40 | \$1,912.71 | 0.15% |
| 1 | 4363-022-016 | 1129 Glendon Ave | 2,877 | 4,322 | 68 | \$2,283.92 | 0.18% |
| 2 | 4363-022-019 | 10889 Wilshire Blvd | 335,881 | 72,310 | 1098 | \$48,540.27 | 3.91% |

| | | | | | | | |
|---|--------------|--------------------------|---------|--------|-----|-----------------------|----------------|
| 2 | 4363-023-001 | 10951 Wilshire Blvd | 0 | 9,910 | 181 | \$4,508.30 | 0.36% |
| 1 | 4363-023-027 | 10912 Kinross Ave | 17,904 | 16,780 | 262 | \$9,383.10 | 0.76% |
| 1 | 4363-023-029 | 1101 Westwood Blvd | 60,602 | 42,600 | 612 | \$24,111.49 | 1.94% |
| 1 | 4363-023-030 | 10929 Lindbrook Dr | 0 | 16,570 | 249 | \$7,643.04 | 0.62% |
| 1 | 4363-023-032 | 10921 Wilshire Blvd | 147,876 | 54,450 | 689 | \$34,920.13 | 2.81% |
| 1 | 4363-023-033 | 1101 Gayley Ave | 81,478 | 36,250 | 434 | \$21,415.51 | 1.73% |
| 1 | 4363-023-034 | 10920 Lindbrook Dr | 36,830 | 22,420 | 399 | \$14,470.25 | 1.17% |
| 1 | 4363-023-037 | 1157 Gayley Ave | 0 | 11,240 | 128 | \$4,452.62 | 0.36% |
| 1 | 4363-024-001 | 1091 Broxton Ave | 14,122 | 9,682 | 193 | \$6,473.10 | 0.52% |
| 1 | 4363-024-002 | 1081 Broxton Ave | 5,700 | 6,600 | 60 | \$2,810.32 | 0.23% |
| 1 | 4363-024-003 | 1073 Broxton Ave | 4,750 | 5,500 | 50 | \$2,341.93 | 0.19% |
| 1 | 4363-024-004 | 1067 Broxton Ave | 4,750 | 5,500 | 50 | \$2,341.93 | 0.19% |
| 1 | 4363-024-005 | 1061 Broxton Ave | 4,275 | 4,950 | 45 | \$2,107.74 | 0.17% |
| 1 | 4363-024-006 | 1055 Broxton Ave | 3,800 | 4,400 | 40 | \$1,873.55 | 0.15% |
| 1 | 4363-024-007 | 1043 Broxton Ave | 5,733 | 8,250 | 75 | \$3,398.84 | 0.27% |
| 1 | 4363-024-008 | 1037 Broxton Ave Prope | 8,118 | 4,400 | 40 | \$2,227.36 | 0.18% |
| 1 | 4363-024-009 | NO SITE ADDRESS | 0 | 4,400 | 40 | \$1,562.18 | 0.13% |
| 1 | 4363-024-010 | NO SITE ADDRESS | 0 | 4,400 | 40 | \$1,562.18 | 0.13% |
| 1 | 4363-024-011 | 1013 Broxton Ave | 0 | 8,800 | 80 | \$3,124.35 | 0.25% |
| 1 | 4363-024-012 | 1001 Broxton Ave | 8,530 | 9,850 | 194 | \$6,065.11 | 0.49% |
| 1 | 4363-024-016 | 1072 Gayley Ave | 11,200 | 8,800 | 80 | \$4,042.08 | 0.33% |
| 1 | 4363-024-017 | 10925 Kinross Ave | 9,130 | 14,082 | 232 | \$7,608.34 | 0.61% |
| 1 | 4363-024-019 | 1066 Gayley Ave | 3,504 | 4,400 | 40 | \$1,849.29 | 0.15% |
| 1 | 4363-024-020 | 1000 Gayley Ave | 3,370 | 3,440 | 126 | \$3,192.44 | 0.26% |
| 1 | 4363-024-021 | 1050 Gayley Ave | 16,936 | 46,011 | 428 | \$17,897.36 | 1.44% |
| 1 | 4363-025-001 | 1085 Gayley Ave | 12,355 | 12,982 | 222 | \$7,482.05 | 0.60% |
| 1 | 4363-025-002 | 1079 Gayley Ave | 5,000 | 5,500 | 50 | \$2,362.42 | 0.19% |
| 1 | 4363-025-003 | NO SITE ADDRESS | 1,600 | 4,400 | 40 | \$1,693.28 | 0.14% |
| 1 | 4363-025-004 | 1067 Gayley Ave | 7,520 | 4,400 | 40 | \$2,178.36 | 0.18% |
| 1 | 4363-025-005 | 1061 Gayley Ave | 8,245 | 4,400 | 40 | \$2,237.77 | 0.18% |
| 1 | 4363-025-006 | 1057 Gayley Ave | 3,760 | 4,400 | 40 | \$1,870.27 | 0.15% |
| 1 | 4363-025-007 | 1049 Gayley Ave | 3,800 | 4,400 | 40 | \$1,873.55 | 0.15% |
| 1 | 4363-025-008 | 1045 Gayley Ave | 7,364 | 4,400 | 40 | \$2,165.58 | 0.17% |
| 1 | 4363-025-009 | 1033 Gayley Ave 200 | 18,458 | 13,200 | 120 | \$6,198.97 | 0.50% |
| 1 | 4363-025-010 | 1019 Gayley Ave | 7,362 | 4,400 | 40 | \$2,165.42 | 0.17% |
| 1 | 4363-025-011 | 1015 Gayley Ave | 8,822 | 4,400 | 40 | \$2,285.05 | 0.18% |
| 1 | 4363-025-012 | 1001 Gayley Ave | 23,340 | 9,850 | 194 | \$7,278.64 | 0.59% |
| | | Total Non-Govt Parcels | | | | \$1,153,178.67 | 92.91% |
| | | Total Government Parcels | | | | \$88,000.37 | 7.09% |
| | | Total All Parcels | | | | \$1,241,179.04 | 100.00% |